AVAYA

FINANCIAL SERVICES AND INSURANCE IS BETTER ON AVAYA

Overview of Financial Services and Insurance Market and Trends and Avaya in FSI

Customers expect access to their account services anytime, anyplace via any modality of their choosing to check balances, perform trades, submit claims, review current rates, apply for loans, transfer policies, make payments and compare offerings. How does one respond to the customer, how do we communicate effectively to deliver top customer service while retaining and selling valued-added services while making our colleagues effective and knowledgeable.

In a highly competitive marketplace where shifting is easier than ever before, and every customer interaction counts, seamless communication can make all the difference. That's especially true across the broad spectrum of the financial services industry including credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, individual managers and some government-sponsored enterprises.

Everyone across the customer experience needs real-time access to information and to each other to make certain everyone solves or has their need resolved in a mobile and distributed world.

Avaya addresses the needs of the Financial Services Vertical with solutions that include:

• Attracting and retaining customers with superior customer service

• Improving employee productivity while increasing customer loyalty

• Reducing mortgage, credit, payment and loan delinquencies

• Growing high value services and revenue through branches, agencies and brokerages

• Improving the customer experience proactively through all touch points

Financial Services Solutions

Why Next Generation Communications in Financial Services?

The Financial Services and Insurance industry faces challenges including decreased loyalty, complex operations, and security and regulatory requirements. And technology and customers' expectations for 24-hour service are the most disruptive to the business. These challenges and the rapid growth in mobile transactions have FSI companies racing to implement a wide range of digital transformation strategies. Many firms still struggle with making a digital transformation, even as future growth may depend on it.

Create Next Generation Customer Experiences:

As a contact center agent is speaking with a customer, the agent can be coached by a speech analytics and artificial intelligence to look for points of voice inflection denoting their happiness or frustration level as well as requesting assistance from an advanced expert. This system can dynamically select the best channel of communication based on the location or modality of the customer and expert whether currently online, mobile or via a traditional voice call to connect via a conference or video call. This brings AI, IOT, CC, UC, real-time analytics, Blockchain technology all together to deliver a next generation experience.

Examples of how Avaya can help deliver Next Generation Customer Experiences include:

• **Any Channels Support:** Solutions supporting any modality of interaction inclusive of Digital only transaction where and when required along with integration across communication channels

• **Mobile Experience:** Voice to Digital Channels with Digital Authentication

 – Ease of transition from Voice to Mobile Digital Experience while reducing Toll Free costs

 – Ability for customers to easily upload and share digital content (i.e. photos of incident or competitive offer)

- **IDaaS:** Identity as a Service to enhance customer authentication and confidence level eliminating security questions required to identify customers while creating a more secure connection

- **Intelligent Routing & Agent/ Customer Pairing:** Advanced analytics integration can optimize the pairing of customer with agent or industry expert, deliver key customer attributes for an upsell or cross sell opportunity and offer competitive differentiators while the transaction is ongoing

- **Real-Time Agent coaching with CRM real-time transcripts:** Ability to provide real-time coaching assistance and sentiment analysis to agent through Artificial Intelligence and Natural Language Processing assisted solution while also providing real-time transcripts to a CRM integrated solution

- **Fraud Protection:** Ability to quickly detect and resolve potential fraud transactions leveraging digital channels and content along with immediate and correct notifications and escalations

- **Voice Activated End points:** Support for Voice activation kiosks or desktops distributed in banks, trading floors, insurance agencies or credit unions to personalize based on user type

- **IoT analytics integration:** Ability to integrate IoT platform analytics to enable remote home monitoring solution

  – An example for insurance would be a connected car solution easily be integrated to provide other advanced services such as Automated Towing notifications or Automated accident report

Outcomes

- O-Bank, a Taiwan-based, all digital bank selected Avaya Customer Engagement technologies with a 24/7 video center that enables the company to be available to customers any time of day, anywhere they need to bank

- Masheq Bank in the UAE is expanding its mobile banking capabilities with Avaya Customer Engagement solutions, integrating the latest technology trends, including robotics, analytics, cloud and e-channels, into existing digital services

- Deliver convenient, personalized service through mobile and digital channels. Attract newer consumers. Differentiate your brand by providing a personalized and responsive customer experience

- Enable seamless transactions across physical branches, ATM/VTMs and mobile/online applications. As the line between the physical and digital branch, agency or brokerage continues to blur, take friction out of the customer journey and enable seamless transactions across any channel

- Leverage powerful collaboration tools and HD video to maximize your

About Avaya

Avaya is a global leader in digital communications software, services and devices for businesses of all sizes. Our open, intelligent and customizable solutions for contact centers and unified communications offer the flexibility of Cloud, on-premises and hybrid deployments. Avaya shapes intelligent connections and creates seamless communication experiences for our customers, and their customers. Our professional planning, support and management services teams help optimize solutions, for highly reliable and efficient deployments. Avaya Holdings Corp. is traded on the NYSE under the ticker AVYA. For more information, please visit **www.avaya.com**.

highly skilled resources. Extend the reach of revenue-generating services, such as wealth management, in a cost-effective way through high-quality video conferencing solutions

• Augment your customer engagement center with technologies that can simplify compliance

Differentiators

• END-TO-END Financial Services and Insurance Solutions

• Innovative leader in Financial Services worldwide

• 75% of the top global banks trust Avaya to provide their financial services communication solutions

• Next-generation multichannel and Omnichannel solutions

• Wide range of strategically selected third-party, systems integration capabilities

• Enable any-time, any-device communication and collaboration along with any type of IoT device

• Deploy secure applications and integration to mobile devices

• IoT support to initiate Breeze workflow automation and orchestration

Recommended Demos: Co-browse session with mobile banking customer demo; customer and agent are having Web session; chat and co-browse showing efficient collaboration.

Further Resources:

https://www.avaya.com/en/solution/financial-services/
https://www.avaya.com/en/solution/insurance/