



SOLUTIONS

## IBM and Cisco Front Office Solutions for Retail Banking: Optimizing the Self-Service Experience

### Highlights

- Enrich self-service options for customers, including non face-to-face interactions such as Web, kiosk, mobile and ATM
- Generate additional cross- and up-sell revenues, higher customer satisfaction and stronger multi-channel product integration
- Increase wallet share and client retention by providing live, online, expert support
- Improve the client experience while increasing employee utilization and reducing cost of selling products
- Deliver professional development through e-learning, corporate communications and online collaboration

Today's retail banking customers have come to expect a different experience than the one they were happy with just a few short years ago. Customer expectations for all transactions have risen, as consumers grow accustomed to the conveniences offered by a multi-channel, 24/7 retail environment. And those same

information at unprecedented speeds, in multiple media formats, driving revenue in an increasingly global fashion. Consumers who have enjoyed this new level of convenience and responsiveness from retailers will now seek out banks that respond to their needs in that same manner. Hence a bank's

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**Retail banks can use proven technology to create customizable, cost-effective paths to improve the customer experience across all channels.**

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consumers who expect a consistent and repeatable experience across channels when shopping for everyday purchases are now demanding the same number of reliable and secure self-service options when embarking on retail banking transactions.

Senior bank personnel have seen how retailers have faced an environment of increasing operational complexity and rising consumer expectations. Savvy retailers have used technology to deliver

success will depend upon putting customer service and convenience at the center of its business strategy, which may require a fundamentally different way of doing business. Central to this new way of approaching commerce is a relentless focus on, and closeness to, its consumers.

Bank executives can apply the proven technology available today to fundamentally change not only the ways their

Banks providing a full array of self-service, multi-channel experiences can now maximize their efficiency in all non face-to-face channels, such as kiosks, Web, ATM, voice, mobile and PDA, and offer access to expert help via a live voice or video session.

employees sell to and assist customers, but the manner in which clients acquire financial products. By enhancing anytime/anywhere self-service offerings, and providing Web-based access to financial specialists, banks can:

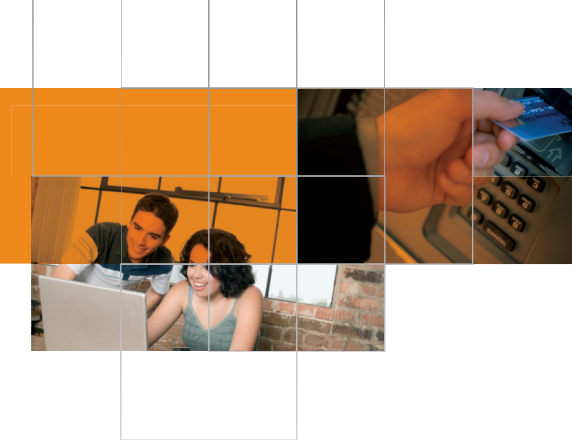
- Grow targeted areas of the business while enhancing market differentiation
- Quickly adapt to changing individual customer needs and purchase behaviors with the most effective range of products and services
- Improve the effectiveness of existing employees by virtually mobilizing the expertise that a bank's human capital represents
- Optimize IT investment to increase overall banking organizational effectiveness, through improved internal and external collaboration, organizational responsiveness, business resilience and operational efficiency

IBM and Cisco can help. IBM and Cisco Front Office Solutions for Retail Banking blend innovative IBM products, service and consulting expertise with industry-leading Cisco network and communications technologies to deliver a repeatable and reliable multi-channel environment that drives profitability, customer satisfaction, competitive differentiation and business resiliency.

### **IBM and Cisco self-service solutions**

Current banking environments are increasingly complex, with a variety of communication methods such as phone, voice messaging, e-mail, fax, PDAs and rich media conferencing. Yet inefficient use of these tools means information overload and misdirected communications that may delay decisions, slow down processes, reduce employee productivity and increase missed revenue opportunities. With a unified communications system, banks can collaborate in real time using advanced applications such as video conferencing, integrated voice and Web conferencing, mobile IP soft phones, voicemail and more...all from an integrated, easy-to-use interface.

IBM and Cisco have teamed to offer end-to-end solutions that provide banks with fully optimized self-service options for customers including Web-based contact centers, kiosks and mobile applications. These solutions enrich the user experience through full interaction with other channels, with integrated processes delivering a consistent, accurate, secure and timely customer experience over all communication channels. Based on Cisco network and communications technologies and bolstered by IBM hardware, software and services, integrated telephony and contact center capabilities provide a hub for application integration and greater efficiencies in the banking network. Applications such as video teleconferencing, task management, unified messaging, intelligent call routing, online decision and approvals are now equally viable across all self-service channels.



Banks can now distribute traditional database information via their IP network. Through the use of available technology they can provide access to real-time information for staff and customers; serve customers regardless of their physical location; and deliver increased virtual access to knowledge workers such as subject matter experts, financial advisors, loan officers and auditors. This can all be accomplished while reducing the number of workstations and servers required in the network.

### **Unified communications and network optimization**

One example of an optimized solution banks can implement is a kiosk solution from IBM and Cisco, which offers self-assisted service capabilities. The solution features integration of the Cisco IP Communicator on an IBM AnyPlace Kiosk using IBM middleware platforms and monitoring software in combination with Cisco's Integrated Services Routers. It delivers an ultra compact, self-service-hardened kiosk, with many enclosure and peripheral device options, including touch screen, voice and video. With the broadest portfolio of kiosk products and IP integrated services available, IBM and Cisco give banks the ability to choose the level of self-service they will offer their customers and the level of services from IBM to support integration and implementation of the system.

With an integrated kiosk solution, customers can either swiftly complete their own transactions in convenient locations, or they can self-escalate. Without actually leaving the kiosk, users can "Click to Talk" or "Click to Video" to connect to a centralized contact center for added assistance or expert help. At that point, the contact center representative can either complete the transaction or answer the question, or locate specialists and connect them to the customer if more help is required. The obvious advantage to the bank, beyond the increased customer service, is that mobility of expertise is achieved—the specialist could very easily be located in California while interfacing with a client in Canada. The customer will also gain the ability to download product or financial services videos that the bank is looking to promote. In turn, this aids the bank with cross- and up-sell opportunities, and helps convert the customer interest into a solid sale.

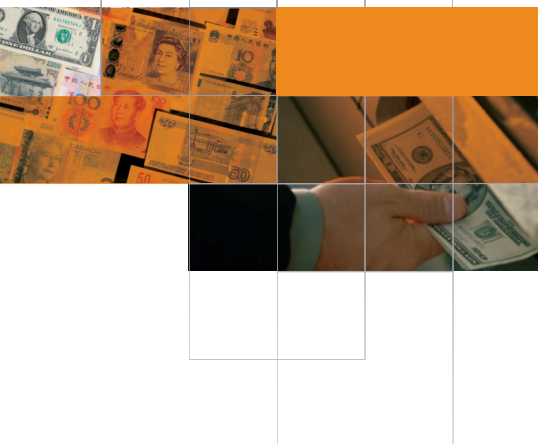
### **Effective communications with customers, partners and suppliers**

IBM and Cisco also offer solutions that can virtually mobilize personnel, making highly skilled associates available worldwide. The Cisco TelePresence™ solution delivered by IBM provides a platform banks can use to transform business processes. By enabling real-time, high-definition video communication between multiple locations, this advanced collaboration solution delivers an enhanced user experience by connecting users to the

expertise they need, when and where they need it. The solution is particularly effective for bank officers who need to operate collaboratively across geographic boundaries in order to drive corporate strategy, share skills and expertise, enter new markets and maintain effective open channels across the enterprise.

Expansion into new territories is a costly proposition for banks, with large capital investments required to set up local operations. Human capital is stretched thin, travel costs are skyrocketing and people are finding it difficult to communicate across geographies. By deploying Cisco TelePresence in key locations, banks can more easily connect financial experts with customers, allowing financial institutions to enter new markets rapidly and with less capital investment. This reduces the need for training of financial services experts across multiple locations and relieves the cost pressures inherent in having financial experts on location in all branches servicing customers.

Banks may also look to Cisco TelePresence to enhance communications with key suppliers. With the inter-company Cisco TelePresence solution, delivered on an IBM infrastructure, a bank can have a dedicated method of direct communication between its headquarters and the vendor's executive levels. This improves service level monitoring, involvement in selection of key vendor staff and knowledge sharing between organizations.



Together, IBM and Cisco have a comprehensive global reach to implement Cisco TelePresence rooms around the world, and a proven ability to deploy integrated solutions effectively into a bank's existing IT environment. Cisco TelePresence is incorporated into IBM's converged communications reference architecture as a core technology underpinning Unified Communication services. IBM has more consultants trained on Cisco TelePresence than any other Cisco partner worldwide, and they stand ready and willing to assist in installation, integration, training and deployment of IBM and Cisco Front Office Solutions for Retail Banking at your financial institution.

### Unmatched financial services expertise

These are only a few examples of the many self-service solutions IBM and Cisco can offer to retail banks. Backed by the proven synergy and combined financial services expertise of two of the world's most respected and experienced business technology leaders, the IBM and Cisco Front Office Solutions for Retail Banking deliver on the promise of self-service banking, offering intensely customer-focused solutions that can help drive market differentiation by significantly improving the client experience.

### For more information

To learn more about how we can optimize the self-service experience at your bank, contact your Cisco or IBM representative.

Or visit:

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