

Unified Financial Communication: Enable the Collaborative Customer Experience



The financial services marketplace is fast-moving and relentlessly competitive. It's no longer enough just to handle branch transactions efficiently. To have any chance of growth, you need to retain and nurture existing customers and acquire new ones—and that requires interacting with the consumer. The broadest success goes to those who can best sense customer needs and respond instantly to them.

Cisco® Unified Financial Communication (UFC) can help banks achieve the kind of operational and service efficiencies that today's market requires. Cisco UFC is a collaboration platform that gives financial institutions the tools to:

- Improve real-time customer servicing capabilities
- Develop knowledgeable staff
- Facilitate speedy product development
- Deliver product/service information to employees and customers alike

Introduction

The retail financial services industry has become increasingly competitive in recent years, spurred by the growth of the Internet and changes in banking regulations. In the search for continued growth and profitability, financial service providers face major challenges: Having to meet or exceed customer service expectations, in order to increase trust and loyalty; trying to uncover latent purchasing demand; and converting those leads to actual sales. Banks also face the need to increase operational efficiency using off-shoring, process change, and technology to reduce costs while enhancing service.

The top factors emerging as business drivers include:

- A constant pressure to build and deliver innovative banking products
- A need to respond to the operational demands of globalization
- The need to achieve faultless operational efficiency in the face of mounting competition
- The increasing importance of delivering a positive customer experience

To respond effectively to these pressures, banks have to know their customer base, equip their employees with the knowledge needed to compete in today's market, be able to incorporate dynamic new business processes, and acquire the communications tools that will connect its human network in a collaborative environment that enriches the company and the customer experience. If you can bring these elements together, respond to consumer needs, and deliver financial services on your customers' schedule, you can enhance growth, revenue, and profits.

Business Benefits

Cisco Unified Financial Communication is an integrated portfolio of communications products and services that can help you achieve more effective business operations. Built on a converged network for voice, video, and data and supported by Cisco Services Oriented Network Architecture (SONA), UFC integrates presence management, audio conferencing, IP telephony, and instant messaging with e-mail, voicemail, calendaring, and scheduling to form a business communications backbone that supports collaboration within your company and with your customers. Users will be able to:

- **Speed decision making:** Because the solution shares information in rich and varied ways and integrates communications more closely with business processes, decisions can be finalized more quickly.
- **Eliminate communications complexity:** UFC makes it possible for customers, colleagues, vendors, and partners to reach the right resource on the first try leads to high-quality results.
- **Enable user-controlled productivity:** The solution focuses on connecting people to people, anywhere, anytime, with any device.
- **Deliver business-enabling services securely and ubiquitously:** The intelligent, modular nature of the Cisco SONA infrastructure helps ensure that you can deliver critical communication services in support of all business functions, edge to edge.
- **Evolve the network on your terms:** The solution is designed, built, tested, managed, and offered as a unified system, but it can be purchased and deployed in phases, making it easy to add value to your existing network while you implement a solution to your communications needs.
- **Improve efficiency and productivity:** Reducing communications bottlenecks and improving customer service will decrease costs and increase growth and profitability.

Because the Cisco SONA infrastructure is flexible and scalable, Cisco Unified Financial Communication solutions are equally viable for large enterprises or small and medium businesses. The purpose-built Cisco UFC solutions will:

- Unify all communications products and services into a common platform on a single network
- Preserve the unique attributes and benefits of voice and provide full connectivity to financial services legacy systems

- Deliver a solution that is truly part of a highly secure, converged network, not just sitting on it
- Take advantage of open and evolving standards, so that you can easily incorporate new and innovative business processes, applications, and devices

Why Cisco?

Cisco is the industry leader in developing and delivering network solutions. It leads the rapidly growing movement to integrate voice, video, and data services into a single, converged network. By choosing Cisco, you will benefit from the company's long-standing commitment to:

- Collaborate with innovative partners who will work on custom solutions from planning to deployment
- Provide access to world-class support through the award-winning Cisco Technical Assistance Center (TAC) and a network of professionals with Cisco CCIE® certification
- Develop forward-looking, industry-specific solutions and roadmaps
- Help its customers expand their global presence

For More Information

To learn more about how Cisco Unified Financial Communication can benefit you and support collaborative customer experiences, contact your account manager or go to

<http://www.cisco.com/go/financialservices>.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and Welcome to the Human Network are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSR, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PIX, ProConnect, ScriptShare, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0710R)