



Virtual Expert Management: Empowering the Personal Sell with Remote IP Video

What Is The Value of Cisco Virtual Expert Management?

To achieve more profitable and sustainable growth, banks must capture the attention of new customers, strengthen bonds with existing customers, and increase sales of higher-margin financial products and services. Delivering the right level of customer service takes great people, strong processes, and the right enabling technology.

What Problems Does It Help Solve?

Retail banks face a host of challenges in today's evolving financial marketplace:

- Rising employee and operation costs
- Attracting a new generation of mobile, computer-savvy consumers into the branch
- Many online and local financial choices confronting consumers
- "Revenue leakage" at the branch because a specialist is unavailable when customers inquire about a product or service
- Stretched financial expert resources

The Collaborative Customer Experience and Cisco Virtual Expert Management

Cisco® Virtual Expert Management is one of a group of next-generation business applications that address key business issues faced by retail bankers. The Collaborative Customer Experience solution portfolio integrates technologies from industry-leading partners with Cisco products and services. A critical differentiator is the hardened and proven nature of the solutions that enable the "mission-critical" information network that is required by today's retail banks.

Cisco Virtual Expert Management solution assures financial product expertise at every branch. Customers seeking information about loans or investment products that cannot be provided by onsite staff can quickly

connect over two-way interactive video to an appropriate financial expert—regardless of where that expert is located within the organization.

As a result, potential clients are handled on the spot by knowledgeable advisors who can answer specific questions regarding product fit, minimum financial qualifications, and even likely interest rates. As part of the conversation, these experts can up-sell or cross-sell related products and services that best fit each customer's situation. Bank branch associates can sit in on the entire discussion with the customer to gain valuable experience on the sales process and unique requirements of higher-margin products.

What Are The Business Benefits of Cisco Virtual Expert Management?

The Cisco Virtual Expert Management solution is built on an intelligent Cisco Unified Communications IP network. It can help banks become more effective, efficient, and profitable in several ways:

Increase customer satisfaction

- Improve responsiveness and productivity by extending the reach of a limited number of financial experts, thereby providing better service to more customers.
- Extend instant access to knowledgeable staff, even in remote areas, to deliver the personal touch that is essential in building strong customer relationships.

Increase revenue

- Dramatically improve sales and service using interactive person-to-person video to connect customers with knowledgeable and personable customer service staff.
- Reduce lead loss and revenue leakage. Customers are less likely to go shopping around when their questions and concerns are quickly addressed.

Reduce expenses

- Significantly reduce employee travel between branches.
- Make better use of highly paid expert resources.

Enhance operational efficiencies

- Increase financial expertise among employees.
- Enhance collaboration efforts such as processing bank loans.

Why Cisco?

- Cisco is the only networking vendor that provides an integrated voice, video, and data platform built on an industry-leading IP foundation, coupled with best-in-class banking applications.
- Cisco Self-Defending Networks give financial institutions the foundation they need to meet legal, regulatory, and security requirements.
- Cisco's worldwide network of knowledgeable partners helps ensure smooth deployment and trouble-free operation.
- Cisco offers a modular platform and structured migration path to help you make the most of your capital equipment investment.
- Cisco Advanced Services offers a structured approach to developing solutions and the tools and project management expertise to successfully implement them.

For More Information

For more information about Cisco Virtual Expert Management, visit www.cisco.com/go/financialservices or contact your local Cisco account representative.