



Why Should I Care About the Customer Interaction Management Solution?

The Cisco® Customer Interaction Management solution is an integrated platform solution that enables retail banks to increase sales, lower operational costs, and boost efficiency and customer satisfaction. The direct benefits to the bank include increased profit and growth. The Customer Interaction Management solution consists of multiple technology components that can be applied individually or collectively, depending on the bank's unique objectives.

What Problems Need to Be Solved?

In spite of predictions that retail banking branches would be supplanted by a rapidly growing Internet as the primary channel for delivering bank products and services, branches continue to play a vital role. In fact, banking executives now view the branch as their best opportunity for developing and growing customer bases. Bank customers, for their part, also treat the branch as an essential component of their banking relationship—and, most importantly, not to the exclusion of the new channels such as ATMs, remote kiosks, and the Web.

To effectively compete in a multi-channel environment, retail banks must switch from a transactions-oriented approach to a more interactive, multi-channel involvement with the customer. They must also provision tools and infrastructure to support the all-important goal of creating great customer banking experiences.

The Cisco Customer Interaction Management solution enables a bank to reposition its branch as the primary customer contact channel, delivering a better overall service experience from the moment customers enter the branch to the moment they leave. The Cisco solution has been demonstrated in a number of leading global banks to not only improve customer service and the customer experience, but to also help improve the bank's operations.

What Is the Cisco Customer Interaction Management Solution?

Customer Interaction Management combines Cisco technologies including Cisco Unified Communications Manager, Cisco Ethernet and wireless IP telephony, and Cisco partner technology. One example of a partner solution is the Matchmaker® application from Q-MATIC, which pairs a branch customer with a specifically appropriate product expert using the intelligent network. Such responsiveness produces quantifiable profits for banks. Also included in the Customer Interaction Management solution is Cisco Digital Media System (DMS), a technology that supports branch customer marketing, internal training, and internal corporate communications. These tools help empower and educate branch staff, inform the customer, and simplify the interaction between the bank and its customers.

What Are the Business Benefits of Customer Interaction Management?

The Cisco Customer Interaction Management solution for a financial network:

- Uses technology to transform the branch to a retail-based sales environment to assist revenue growth and increase competitive positioning
- Revolutionizes the customer experience and enhances customer loyalty, thereby enabling greater profits
- Consolidates branch activities with other virtual sales channels to increase sales and service coverage and raise sale closure rates
- Improves staff efficiency and resource use by virtualizing expertise across all customer channels
- Improves staff productivity and morale through the distribution and use of dynamic corporate communication tools
- Decreases operational costs by building a common platform to launch current and future services

In addition, the Customer Interaction Management solution takes advantage of the Cisco Service-Oriented Network Architecture (SONA), which transforms the network into an integrated, multiservice environment that not only supports all the interactive services a bank needs but also enables the bank to deploy additional capabilities, quickly and easily, across all direct and virtual channels in the future.

Why Cisco?

Cisco is the industry leader in delivering highly secure, flexible, and scalable networking solutions including converged IP and wireless networks. The Cisco Customer Interaction Management solution is built on a network foundation that allows banks to integrate network-based services such as security, mobility, and identity into communications and rich media systems. This facilitates the delivery of new and improved customer experiences and revenue-generating services. This approach—Cisco Service-Oriented Network Architecture (SONA)—offers many benefits, including:

- Increasing the bank's business agility by optimizing the existing network services
- Decreasing costs by utilizing services across multiple banking applications
- Minimizing infrastructure disruption while simplifying service flexibility
- Increasing productivity and efficiency while providing the bank with service differentiation

To learn more about how Cisco Customer Interaction Management can benefit you and support collaborative customer experiences, contact your account manager or go to www.cisco.com/go/financialservices.