Cisco Omnichannel Banking Architecture

Today's banking customers want to access expertise and support on their terms—in a branch, online, at a kiosk, on a mobile phone, or through a call to the contact center. To remain competitive, banks must provide this type of omnichannel experience. Omnichannel customer strategies and business practices allow customers to have a seamless, consistent, and real-time relationship with financial institutions.

These strategies can work best when they are supported by a secure foundational architecture and an integrated sales-enablement platform like the Cisco® Omnichannel Banking Architecture.

Today's Consumers Live in an Anytime, Anywhere World

With the growth of online, mobile, and social media channels and the continued use of branches, ATMs, contact centers, and kiosks, banks must:

• Provide a simple, compelling, and consistent customer experience across all channels
• Optimize existing investments in people, as well as technology
• Enable customers to move among the channels and eliminate redundant data input
• Deliver services in a secure environment that establishes and maintains customer trust

The Cisco Omnichannel Banking Architecture

The Cisco Omnichannel Banking Architecture establishes a flexible foundation for delivering a seamless experience that empowers your customers to engage with you when, where, and how they choose. The architecture is based on technology that is proven across mission-critical banking operations around the world. The Cisco Omnichannel Banking Architecture includes solutions based on Cisco’s market-leading Unified Communications and Enterprise Networking portfolios. These include Cisco Remote Expert, Cisco Mobile Advisor, Cisco Connected Mobile Experience, and associated partner ecosystem offerings.

As an architecture specifically supporting omnichannel interaction between consumers and your bank, the Cisco Omnichannel Banking Architecture provides:

• A rich collaboration environment that simplifies the customer experience with personalized interactions, as consumers transition between messages, voice, and video
• Scalability to support thousands of users engaging through web, mobile, branch, and self-service kiosk channels, communicating and collaborating with experts across multiple banking disciplines
• Security that allows you to build and retain the trust of your customers, as they conduct business with your bank, and that supports regulatory requirements including the Payment Card Industry Data Security Standard

• Reuse that allows you to extend the value of your investments in collaboration and processing technologies, while providing a common platform that supports a consistent experience, as your customers move among channels
• Flexibility that allows you to expand capabilities through partner ecosystem solutions and integrate with your banking applications environment, such as customer relationship management (CRM) systems, mobile-banking applications, and line-of-business applications

Figure 1. Omnichannel Interaction Helps Optimize Revenue Capture

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Business Benefits

The Cisco Omnichannel Banking Architecture helps your institution expand customer interactions to multiple channels to enjoy a variety of business benefits, including:

- **Faster time to market and revenue:** You can launch and test new initiatives quickly.
- **Superior customer experience:** The quality of the omnichannel experience is supported by proven Cisco collaboration and network products and services.
- **New expansion capabilities:** Establish one channel, then expand to support other customer-interaction channels, including social media, mobile banking, and branches (Figure 1).
- **Improved customer acquisition and retention:** You can provide customers with virtual face-to-face interaction with your product specialists, whenever and wherever your customers reach out.
- **Support for internal collaboration:** Apply the Cisco Omnichannel Banking Architecture and capabilities to support internal groups to improve productivity and cross-discipline collaboration.

Cisco Services

Cisco Services for the Omnichannel Banking Architecture helps accelerate customer engagement and retention initiatives within your bank. Using proven Cisco best practices and expertise, these services support the entire architecture lifecycle, from business strategy and analysis through plan, build, and manage phases. These services support the fast delivery of a proven, highly effective omnichannel architecture that can greatly enhance how your customers, support personnel, and experts interact.

The Cisco Advantage

Cisco is a global leader in delivering solutions to the financial services industry. We deliver the technologies banks need to increase revenues, improve operational efficiency, and mitigate risk. As an innovator and leader in the convergence of data, voice, and video, Cisco has the proven expertise needed to deliver the high-quality solutions retail banks demand for their customer sales and service channels.

To Learn More

For more information about successful real-world implementations and best practices, visit [www.cisco.com/go/retailbanking](http://www.cisco.com/go/retailbanking).

“Our customers are telling us that they want choice. They now expect to be able to start, execute, and complete a transaction in any channel.”

—Mark Culleton, Head of Channel Adoption
Allied Irish Bank