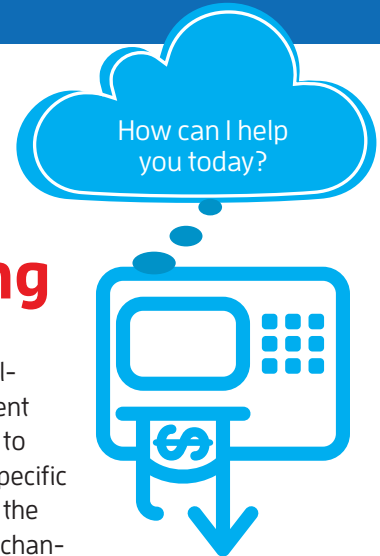


## Devising Personalized, Responsive Support to Regain Customer Trust in Retail Banking

Retail bankers continue to find it extremely challenging to regain customer trust following the fallout that resulted from the financial crisis of 2008. A critical component of attracting and retaining customers and gaining their trust is the ability for banks to provide customers with personalized and relevant support that's tailored to their specific interests and needs. This requires bankers to develop a keen understanding about the types of products and services that customers may be interested in along with the channels that customers prefer to use for different types of support.



**46%** of consumers who manage their finances online switch between devices before completing their activity.\*\*\*

**10%** improvement to a company's customer experience score can translate into more than **\$1 billion in increased revenue** and other benefits \*\*\*\*\*



For every **1%** of FCR improvement, contact centers will see a **1% improvement** in customer satisfaction rates (CSAT) and a **1% to 5% improvement** in employee satisfaction.\*\*\*\*\*



**Banks and financial services companies** continue to remain the **least trusted of 11 industries** among **5,800 international consumers**\*\*.

### How companies are using cloud contact centers...

Companies that deploy their **contact centers in the cloud spend 27% less** on their annual contact center costs (**\$112.5 million versus \$155 million**) than their peers.\*\*\*\*\*

Companies that adopt cloud contact centers achieve an **8% to 22% improvement in first contact resolution (FCR) rates**, depending on the size of the customer support team and the level of advanced functionality that's adopted by each company.\*\*\*\*\*

Sources: \*Peppers & Rogers Group, Efma; \*\*Edelman; \*\*\*Google; \*\*\*\*Peppers & Rogers Group, Efma; \*\*\*\*\*Aberdeen Group; \*\*\*\*\*TeleTech; \*\*\*\*\*SQM Group; \*\*\*\*\*Forrester Research.