



## Wealth Management Industry Transformation

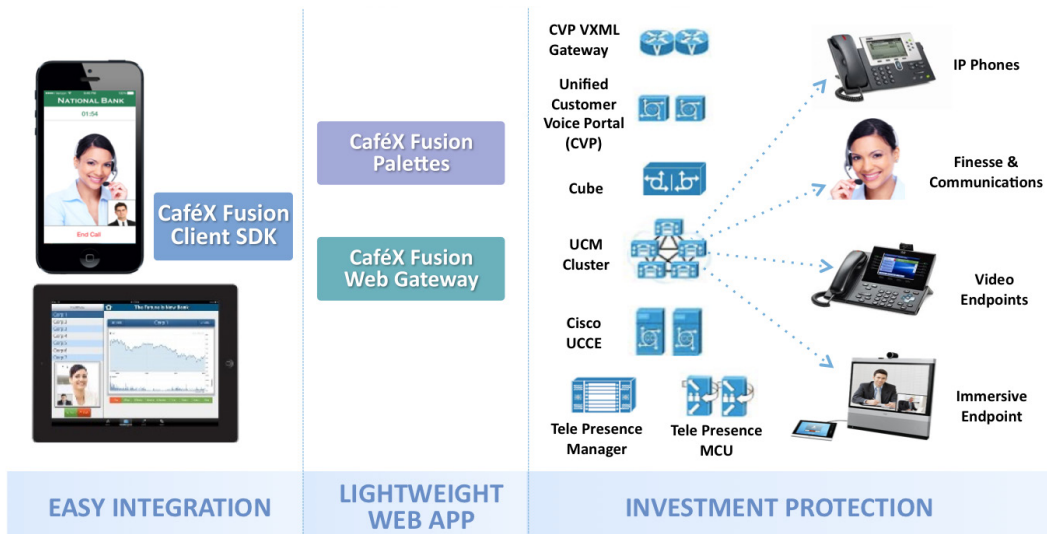
The financial services industry is transforming itself to win back, retain, and attract new customers. Retail banks are moving beyond bricks and mortar to a fully digitalized customer-centric service model, with new online and mobile distribution channels designed to create the ultimate user experience. Call centers are becoming profitable through new collaboration technologies that deliver more personalized service and generate upsell opportunities. And wealth management groups are adopting client-oriented tools that enable a shift from transactional sales to a solution-led advisory approach driven by continual communication across multiple channels.

## The Challenge

But firms face new challenges associated with this multi-channel approach. As the number of customer touch points proliferates, operating costs increase accordingly. Time to market for new services decelerates as processes are re-implemented for each new channel. And the client experience is also broken. A customer who engages a firm within a web or mobile application has to begin all over again if s/he switches to the phone or another medium during the interaction. Clients who opt to call the firm's 800 number still experience long wait times and frustration with the automated voice interaction system. And connecting smartphones, tablets and other client-owned devices to the firm's network, while providing a flexible and personalized user experience, can create security and compliance risks.

## How Does CaféX Help?

CaféX provides communications solutions that allow clients to connect seamlessly and securely to Fiserv firms from within mobile & web applications — making each interaction more meaningful and consistent. Clients can connect where and how they choose, whether through a mobile application or web portal with built-in video, voice, messaging or screen sharing capabilities. A rich exchange of information between the client and the firm's contact center is safely maintained, even if the user switches channels during the interaction, to create an intelligent, efficient and client-centric experience.



## Advantages

### Delight Clients with Omnichannel Experience

- Clients spend less time in the IVR, avoiding long wait times and confusing menus
- Instant video, text or voice chat from inside a web page or mobile app
- Client data is captured and preserved, even if the caller moves from a web to mobile channel during the interaction, to enable context-based routing, analytics & informed interactions

### Reduce Costs & Increase Revenues

- Higher first call resolution, lower cost per call from more contextual and intelligent interactions
- Higher conversion rate in mobile & web apps, more upsell/cross-sell opportunities
- Reuse existing contact center & collaboration infrastructure, devices and programming logic

### Accelerate Time to Market

- Fast integration with web pages and mobile apps via easy-to-use developer toolkits
- Create visual menus with real-time data directly from existing IVR & self-service processes
- No re-programming needed to roll out services to new channels

## Features

### In-App Communications

- Click-to-video, voice and text chat plus screen sharing from inside web pages & mobile apps
- Client doesn't need to leave app, download plugin or re-enter data to contact the firm

### Live Assist

- Route calls to the right specialist based on the client's profile, browsing activity & other state information
- 360° view of the client with his/her state information preserved across channels

### Visual Self-Service

- Dynamic visual display of existing contact center & self-service processes within mobile apps and web pages (visual IVR, digital signage, CTI state information, etc.)
- Reuse existing VoiceXML (VXML) scripts and programming logic for delivery to mobile & web

## Case Studies

- ▶ Private bank offers rich in-application multi-party video conferencing solution between high net worth investors, advisors and experts. Solution rollout to 10,000 users is planned.
- ▶ Leading credit card company provides live assist video & voice chat solution to clients with smart routing to the right agent specialist. First call resolution is expected to improve by as much as 2%.
- ▶ US bank delivers visual self-service solution to clients' smartphones and tablets to improve client satisfaction and reduce agent call volume. A 1% increase in self-service is expected to drive over \$20 million in agent efficiency over three years.

