

Cisco Remote Expert for Retail Banking



Optimize Revenue Capture

Cisco® Remote Expert for Retail Banking is an integrated revenue-enablement platform. It helps banks increase profitability by intelligently connecting customers with a bank's experts across attended and self-service channels, delivering a rich interactive experience in an Omnichannel environment. These capabilities promote higher revenue, improved expert productivity, and enhanced customer loyalty.

The solution lets retail banking customers request and connect with banking experts anywhere in the enterprise, using whichever channel and endpoint the customer prefers. It allows banks to create a virtual pool of experts and specialists, whether co-located in specific contact centers or dispersed throughout the enterprise.

Meeting with Customers on Their Terms

To stay competitive and increase revenue, banks need to cost-effectively deliver excellent service to customers. Banks are innovating to meet today's fast-changing customers who are:

- More informed and are not afraid to switch to another bank
- Tech savvy, expecting instant access to the right resources for complex products
- Banking in person, on the phone and online, using smartphones, tablets, PCs, and other devices
- Seeking a personalized, customer experience – that is consistent and compelling as they move between channels

Accelerate Growth with Remote Expert

The Cisco Remote Expert for Retail Banking solution uses a market-leading Cisco unified communications infrastructure, which many banks are already using as part of their mission-critical operations. The solution can extend across your retail banking operations, supporting mortgage lending, wealth management, cash management services, small business lending, and commercial lending. The solution:

- Integrates with your customer relationship management (CRM) and customer information file (CIF) systems to give experts a complete view of customer relationships and activities
- Delivers a rich collaboration experience in the branch and online, including the ability to print and share documents, present collaborative onscreen product comparisons, obtain customer signatures, and bring in additional experts into a session
- Supports scheduled and ad hoc meetings to accommodate faster closing of complex financial transactions, such as closing a home loan, which may start in one channel (online from home) and end in another channel (a branch)
- Optimizes collaboration with customers by using high fidelity, two-way audio and video in the branch, self-service kiosk, your customers' mobile devices and PCs
- Accommodates a number of banking peripherals in the branch, such as credit card readers, printers, digital signature capture, document cameras, scanners, and touchscreen controls

- Delivers a compelling mobile experience including the ability for the expert to draw on the customer's screen to highlight information, to share screens with the customer, to push web content, and, with customer consent, remotely control the content on the screen



The Cisco Remote Expert for Retail Banking solution enables your institution to transform your customer interaction business model, which results in the following business benefits:

- **Improve sales, cross-sales, and upselling:** Improve conversion rates by having experts interact and collaborate with customers using audio and video from any channel the customers chooses including mobile devices, home computer, kiosks and branches
- **Acquire customers faster:** Make an instant connection with customers in real-time, greatly reducing abandonment in the online channels, as well as in the branch. Cisco Remote Expert for Retail Banking can reduce customer revenue leakage by up to 70 percent

- **Increase customer satisfaction and loyalty:** Give customers rapid, personalized access to subject-matter experts to address their questions and concerns, even if the customers are in remote locations
- **Control costs and boost efficiency:** Optimize access to specialists to allow more customer interactions, with higher quality, while eliminating travel costs
- **Enhance regulatory compliance:** Take advantage of built-in audio recording across all customer-access channels to provide a full audit trail



Cisco Services for Remote Expert

Cisco Services helps accelerate the deployment of Cisco Remote Expert within your bank. Using proven Cisco best practices and expertise, these services support the entire solution lifecycle, from business strategy and analysis through plan, build, and manage phases. Our services support the fast delivery of a proven, highly effective solution that can greatly enhance how your customers, employees, and experts interact.



The Cisco Advantage

Cisco is a global leader in solutions for the financial services industry. We deliver the technologies, products, and services 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 need to grow and thrive.

"Nationwide NOW has been so well received we'll be increasing the range of services, meaning branches will be able to offer more to our customers."

— Mark Goldman,
Divisional Director,
Nationwide Building Society

For More Information

For more information about successful real-world implementations and best practices, visit www.cisco.com/go/fsi-remoteexpert.

Case Study

Video Collaboration Increases Sales for Nationwide Building Society

The world's largest building society, Nationwide, serves 15 million members through its 700 branches and 400 specialist mortgage advisors.

- **Challenge:** The firm was looking for a better way to provide more efficient access to its experts, so it could deliver the best possible service – and capture market share.
- **Solution:** Cisco Remote Expert for Retail Banking enables Nationwide to offer face-to-face customer meetings using high-definition video. The solution makes it easy for customers to work with remote advisors in real time. They can review documents and mortgage choices with an expert and receive printed documentation for review or signature.
- **Results:** With Cisco Remote Expert for Retail Banking, Nationwide's new mortgage business has increased by two-thirds. Surveys show a double-digit increase in customer satisfaction, while the costs of sale have declined by two-thirds. Nationwide is expanding its deployment of Cisco Remote Expert solutions to supplement its branch workforce.