

Intelligent Communication Solutions for Banking

Banks, from the smallest to the largest, including many of the best known names in the industry, rely on Avaya Intelligent Communications solutions.

Within North America, 80% of the largest banks, as ranked by Fortune magazine, use Avaya in their contact centers.



Banks are gaining competitive advantages by leveraging Intelligent Communications to deliver personalized customer service, improve workforce performance, and meet regulatory compliance.

Banks are taking advantage of communications to differentiate their brand on the basis of service and customer experience, enabling personnel — in the branch, the contact center, at headquarters — to drive customer care based on detailed knowledge of the full customer profile. Banks are now using their communications applications and network infrastructure to:

- Make highly-valued subject matter experts readily available to customers in remote branches and other channels.
- Identify and leverage the transactions that offer an opportunity to cross-sell — increasing wallet share.

- Use their existing multichannel infrastructure to integrate the delivery of services in the branch, online, in the contact center, or via self-service.
- Deliver a consistent customer experience across channels — eliminating the sales and service communications silos.

Avaya solutions bring together a wide range of communications capabilities — from basic telephony, e-mail and voice messaging to enterprise mobility solutions, customer self-service options and contact center solutions.

These applications intelligently embed real-time communications into the fabric of the bank in ways that make people more productive, processes more intelligent, and customers more satisfied.

Segmentation Based on Mobility/Margin

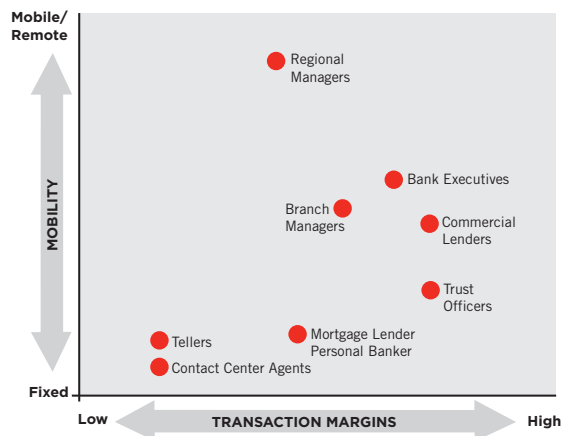
With some 80%¹ of employees away from their desks all or part of the time, Avaya supports the communications needs of banks through enterprise mobility solutions that extend advanced communications capabilities to standard mobile devices anywhere in the world.

Enterprise Mobility is about more than just equipping employees with cell phones. For banks to perform effectively, mobile employees need the same communications capabilities they take for granted in the office.

Figure 1 outlines a typical set of bank personnel plotted against their tendency to be mobile as well as their expected level of contribution to the bank.² An employee who is both highly mobile and responsible for high margin transactions (i.e., a commercial lender) needs a specific set of communications capabilities that might include unified messaging and single number reachability. Instead of giving out their home and cellular phone numbers, these enterprise-enabled mobile workers are always reachable via their direct office number. (Also assuring the bank that if this employee leaves, clients will still call the bank, not the employee's cell phone.)

Now, mobile users can conference, transfer, hold, and dial from the corporate directory. They get the tools they need to handle each call professionally, as though they were in the office. Missed calls go to a pre-defined call coverage, or into the corporate messaging system. Employees can be more efficient — which can increase everyone's level of job satisfaction, and lower costs.

Figure 1: Mobility & Value



The benefits from enterprise mobility are not just for users — management gains as well by being better able to analyze this important area of your communications. For instance, if you determine that certain workers are making fewer calls but closing more deals, you can look into their secret. And providing the highly mobile/high margin employee with records management tools — including call-accounting and call-recording — helps banks adhere to Graham Leech Bliley and Sarbanes Oxley.

Intelligent communications solutions from Avaya don't dictate the device that is used — they establish the standards and partnerships to allow you to choose the right device, for the right person, at the right time.

Seamless Customer Experience

Despite predictions that ATMs and online banking would replace “bricks and mortar” branches, fully automated channels alone are not sufficient in today's environment. Today, any customer can reach the bank through any channel and it's likely that many customers will touch the bank through multiple channels.

Supporting a multichannel infrastructure requires taking steps to create a consistent level of quality across channels, facilitating collaboration and making information and/or highly-valued personnel available within and across channels — utilizing videoconferencing, enterprise mobility, Session Initiated Protocol (SIP) and other communications capabilities.

With these kinds of capabilities, finding an expert to answer a customer question can be as simple as invoking a FindExpert service, which uses presence, personal rules, and business rules to locate the expert, across your enterprise:

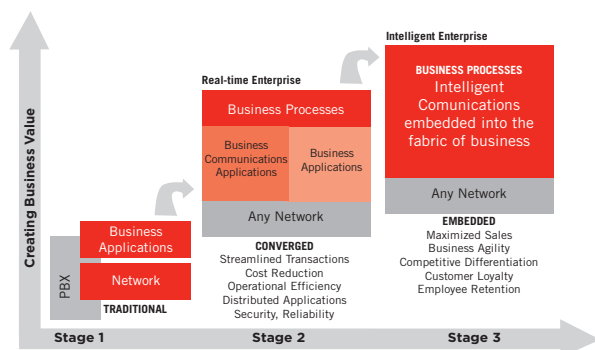
- A loan officer located in a remote branch, meeting with a customer, can quickly locate and engage an underwriter who is traveling and get the information needed to provide the customer with the right offer.
- A contact center agent can see on his or her computer which other agents are online and available to jump in and help solve a caller's problem, providing effective, one-call resolution.

1. Based on Avaya research.

2. Based on Avaya research with banking clients.

“**Mobile employees need the same communications capabilities they take for granted in the office.**”

Figure 2: Transition to Intelligent Communications



Self-service/Upselling

Self-service options are increasingly important to banks and their customers. Many banks use interactive speech-recognition software to allow customers to complete transactions (from the simple to the complex) over the phone. By integrating self-service applications into the bank's sales infrastructure, Avaya solutions make it possible for the information captured in the self-service transaction to be automatically used across channels for additional marketing and cross-selling.

For example, by funneling the information to the bank's contact center, customers identified as being strong sales opportunities (e.g., based on current assets) can be contacted for personalized sales calls. The contact center agent can receive information about the specific self-service transaction, as well as a range of detailed information about this customer's relationship to the bank, such as:

- What Web pages were they surfing before making their transaction? (And the agent can continue viewing those pages with the customer).
- Have they recently attained a large loan or become delinquent on a payment?
- Has a specific agent had success and developed a rapport with the customer?

Proactive Sales Deliver Value

The integration of your customer database with your communications networks also makes it possible to proactively contact your customers with intelligent outcalling tools that are customer-driven: for example, by

allowing customers to set flags on their balances, below which they'll receive a call from an automated dialer and be able to take immediate action. ("Your balance is below \$500. Press 1 to make a transfer from another account.")

Once the customer sees the value in receiving this call, banks can leverage the opportunity for up-sell services (i.e., changing loan rates, etc.)

Making the Move to Intelligent Communications

With Avaya Intelligent Communications capabilities, banks can protect their investments on a variety of fronts and move their business forward. As the world leader in enterprise IP telephony, Avaya has done more than any other vendor to help its clients profit from the benefits of this far-reaching transformation. Figure 2 shows the typical stages in the evolution to Intelligent Communications.

Most banks begin with separate voice and data networks connected independently to business applications and then move to the Converged Stage by migrating to IP telephony and adding unified communications and contact centers on secure, highly-reliable multi-vendor converged networks.

In the Converged Stage, banks exploit the power of IP to create a truly global business model in which people and resources can be physically located anywhere or, indeed, be accessed while in motion. Business applications are distributed when and where they are needed. The result is greater operational efficiency and responsiveness.

In the Embedded Stage, previously compatible but distinct business applications can "discover" and communicate with each other on the network. This could be something as simple as passing data between channels or it could involve two or more bank units coordinating a major activity, such as proactively offering certain financial services to a select group of customers.

For banks, this is true agility — the ability to use communications applications running on top of the network to respond to customers at any point in the value chain, and to know at all times what people and resources are available to be mobilized. These advanced communications services lead to true competitive advantage.

What Intelligent Communications Means to Banks

Traditional Communications	Intelligent Communications
Primarily for connectivity — driven by the capacity, speed and resilience of the underlying network infrastructure.	Builds on multi-vendor, open standards-based infrastructures with applications designed to extract value from transactions and relationships (i.e., customer, employee, partner).
Siloed networks specific to a communications type (i.e., voice, data, messaging) and/or business unit (i.e., branch, contact center, back office.)	Converged networks — bringing together under a single umbrella communications capabilities that holistically address organizational needs and markets and the way people interact
Focused on the needs of stationary employees and facilities — mobility is an afterthought.	Focused on connecting people and processes across the enterprise/ regardless of location — supporting mobility that is seamless, secure and auditable.
Focused on volume — maximizing market reach, offering more choices.	Focused on personalization — offering the right products and the right services to the right customer, through the right channel.
Designed to equip associates with generic communications tools.	Designed to provide associates with communications tools specific to their needs.

Learn More

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Within North America, 80% of the largest banks, as ranked by Fortune magazine, use Avaya within their contact centers. They know that Avaya is able to reliably address their requirements for traditional and IP- based communication systems and services.

The Avaya website is filled with information specifically for banks (www.avaya.com) including white papers and case studies of Avaya solutions in action.

Avaya offers standards-based communications applications that allow banks to extend their existing investments in applications, servers, gateways and phones into a converged solution at their own pace. Avaya and its development and integration partners deploy solutions designed to make banks more productive, processes more intelligent and customers more satisfied.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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