

Avaya Proactive Outreach for Financial Services

Comprehensive communications strategies that meet your business objectives.

The Avaya Proactive Outreach for Financial Services solution helps:

- Attract and Retain Customers
- Drive Efficiencies
- Reduce total cost of ownership

AVAYA

INTELLIGENT COMMUNICATIONS

Increased competition and economic instability are among the many factors that make attracting new customers and retaining existing ones an ongoing challenge for financial services organizations. An inadequate customer on-boarding process or a fragmented customer banking experience can lead to customer dissatisfaction and eventual loss of revenue. Innovative, proactive and targeted communications can help organizations address these challenges as well as improve their operations for lower costs and increased collection rates.

The Avaya Proactive Outreach for Financial Services solution combines Avaya products, applications and services to help you and your organization deliver these proactive communications services to customers. By integrating and leveraging self-service systems, notification alerts and automation, Avaya delivers a solution that helps you reach customers at

various points within the customer life cycle. This solution helps you improve on-boarding and transaction processes that impact customers, in-bound and out-bound calling efficiencies for customer service agents, and the account management process for both customers and employees.

Improve the Collections Process

The Avaya Proactive Outreach solution delivers improved performance by supporting your customer segmentation and collection strategy. You can leverage automation and use your agents more efficiently throughout the collection process. For ultimate results, Avaya helps you develop an effective strategy and plan throughout each phase of the collections lifecycle - from current accounts to late stage accounts.

Current Accounts - Avaya designs a preventive approach in this phase by leveraging automation to expand the customer reach. Tactics like multi-channel, proactive and interactive account alerts and notification help make paying easy for your customers. This approach lowers the delinquency rate while increasing customer satisfaction.

Early Stage or Late Accounts (0 - 29 days) - Avaya helps your organization implement a strategy that includes contacting customers

early in the process to increase the likelihood of collections. This could be customers that meant to pay but forgot. Once reminded, customers can easily and quickly make their payments through the self-service system. Automation enables your organization to penetrate 100 percent of your customer base. The low cost per collection allows you to contact customers, even those that owe small dollar amounts.

Increase Revenue



Automate personalized cross-sell/up-sell programs

Create "opt-in" campaigns for new products/services

Improve Customer Satisfaction



Contacting customers through multiple channels

Use personalized messages based on preferences

Reduce Costs



Serve customers using lower cost channels

Use preemptive self-service to reduce costs

Mid-Stage or Past Due Accounts

(30 – 89 days) – The approach for this phase is to assess the risk and focus on improved collector or agent productivity. Make more effective use of highly skilled agents by focusing them on accounts at this stage. Through right party contact and screen pops, you further optimize your agents' by providing them relevant information. Your organization can increase productivity levels while lowering collections costs and bad debt.

Late Stage or Active Collections

(Past 90 days) – At this stage, Avaya continues to leverage automation by expanding contact and agent options with tactics like multi-channel contact and skip tracing. Another option available is voice recording, which allows agents to easily recall promises made and agreements that are reached in these accounts.

Enhance the On-boarding Experience

Avaya can help you improve your organization's customer acquisition strategy.

Personalize the On-boarding Process –

To help you deliver a superior on-boarding experience to your customers, Avaya uses automation for high-touch interactions and encourages account personalization through proactive notification preferences. Tactics using multi-channel communications can deliver new customer welcome messages, follow-up communications to collect missing information, and key event notification. These all work together to help create an improved customer banking experience while improving your organization's process time and operating costs.

Automate Card Management – The Avaya Proactive Outreach solution provides automated interactive messages to follow-up on receipt of

credit cards and to remind customers to activate their cards. You can also increase card usage with outreach promotional communications and usage reminders.

Leverage Cross-selling and Up-selling Opportunities –

The Avaya Proactive Outreach solution enables your organization to inform customers of additional services based on usage patterns. Customers can then easily enroll for these services. Also, with the outbound calling capabilities, agents now have more time for up-sell and cross-sell opportunities.

Deliver a Personalized Banking Experience

Avaya helps your organization provide customers with a personalized banking experience by enabling actionable proactive alerts for payment reminders or low balance notifications, and by leveraging communications throughout the customer banking experience.

Account Alerts – Avaya offers a multi-channel solution that helps make transaction completion easy and immediate. By delivering proactive and interactive communications for account status alerts, overdraft notification, and renewals and bill payments, customers can immediately act on these alerts to transfer funds, make payments or renew their accounts. Your organization can keep customers informed and up-to-date on relevant banking information and provide easier access to self-service transactions. Consider other enhancements such as:

- Immediate notification of overdraft situations for quicker resolutions
- Proactive, automated renewal reminders
- Simplified payment process to minimize past due status
- Immediate notification of account transactions
- New service offering or reminders
- Loyalty campaign or customer appreciation updates

Avaya Global Services

Avaya Global Services offers a full suite of planning, design, and integration services as well as extensive product support to deliver the Avaya Proactive Outreach for Financial Services solution. Highly skilled Avaya consultants will help your financial organization plan and execute the right strategy to maintain your competitive position in the marketplace, enhance your customer experience, lower costs and increase revenue.

To support your planning needs, Avaya consultants will clarify your organization's business requirements and assess your current operations and processes. A business case is developed, complete with success metrics to gauge the solution's return on investment. In the design phase, Avaya will provide comprehensive design solution architecture, and if applicable, software applications and systems integration. This is followed by a test plan and a full deployment

strategy. Once implementation of the solution is complete, Avaya services professionals will provide extensive testing as well as perform a knowledge transfer to you and members of your team.

Getting Started

Need help in getting started? Avaya professional services experts are on hand to help you assess your current operations, define a best-in-class process and a solution that is right for your company. Our Discovery and Assessment Workshops can help build the roadmap for your success.

Learn More

To learn more about Avaya Proactive Outreach for Financial Services, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at www.avaya.com/financialservices

About Avaya

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, data solutions and related services

directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art

communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.

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