



Solutions for Financial Services Companies

Using Intelligent Communications to Enhance Customer Experience

Avaya solutions that enable financial services companies help deliver the customer experiences that build loyalty, repeat business and lower costs.

What do your customers really experience when they contact your company? Do they feel “recognized?” Is the treatment they receive “personal?” Does your service help you keep customers? Or are you giving them reasons to go away?

Avaya is helping banks, insurance companies, capital markets firms, and other financial service organizations to deliver the superior customer experience that will help ensure customer loyalty and strengthen your brand.

Intelligent Communication solutions from Avaya are designed to allow you to address customer needs promptly, personally and holistically while making the best use of your resources.

- Sharing/consolidating customer account information across business units—from checking to credit to investment accounts as well as various policy accounts.
- Delivering a consistent level of service across channels—websites, branches, contact centers and more.
- Making specialists more available to deliver better, faster customer specific consultation; providing these service levels using pre-set profiles and preferences.
- Alerting customers to specific offers and situations such as new interest rates—providing new opportunities to cross-sell and up-sell.



Avaya Intelligent Communication solutions help deliver these results by utilizing a layer of business communication applications that operate above the network level. Running on open, multi-vendor infrastructures, these intelligent solutions bring together a wide range of communications capabilities—from basic telephony, e-mail and voice messaging to customized mobility offerings, customer self-service options and contact center solutions.

Financial services companies can use these and other communications capabilities to create a flexible, global business model in which customers can be responded to at any point and time in the value chain, by the right person in real time.

Your contact center

Today the contact center continues to be the location where many of the most pioneering developments in customer service are taking place. As the global leader in contact centers, Avaya delivers solutions based on patented predictive routing intelligence designed to quickly deliver voice, email, or web chat requests to the best available agent.

In the financial services industry, depending upon the client and the transaction, you never know who in the enterprise might be required to ensure that superior customer experience!

- IP Telephony
- Contact Centers
- Mobility
- Services

FACT SHEET

What's possible with Avaya solutions?

- Share customer account information across business units—supporting customer of one approach & increasing cross-selling
- Deliver a consistent level of service across channels
- Make specialists more available to deliver customer specific consultation
- Create new opportunities to cross-sell and up-sell
- Segment your customer base for focused marketing
- Further leverage or enhance existing customer channel options such as your branch

That's why Avaya lets you tap resources across your entire organization, including home based customer service agents. And Avaya solutions deliver a close integration of your contact center with customer account data—enabling all the right members of your enterprise, from CEO to home agent, to serve customers on a moment's notice.

Seamless channel experience

Customers contact you in different ways at different times and their needs may be very different based on the channel they choose. Supporting a multichannel infrastructure requires taking steps to create a consistent level of quality across channels, facilitating collaboration and making information and highly valued personnel easily accessible within and across channels. IP telephony, videoconferencing, enterprise mobility, Session Initiated Protocol (SIP) and other communications capabilities will all help you maximize your internal resources while delivering the best possible experience across all your channels.

Enterprise mobility

Being out of the office shouldn't be an impediment to delivering a superior customer experience. With Avaya's enterprise mobility solutions you can equip employees who are both mobile and responsible for important customer transactions to have full access to the tools they need: one number reachability, access to voice mail

and email as well applications such as calendars and instant messaging. Avaya solutions don't dictate which communication or device is used—they establish the standards and partnerships to allow you to choose the right solution, for the right person, at the right time.

Self service

Self-service options are nothing new to the financial services industry. Avaya takes self-service a step further by integrating self-service applications into the sales infrastructure. Our multichannel platform then makes it possible for information captured in the self-service transaction to be automatically used across channels for additional marketing and cross-selling specific to your customer's interests and business needs, further evolving business process optimization.

Learn more

Today, many of the best known names in financial services rely on Avaya Intelligent Communication solutions. Within North America, 70 to 80% of the largest banks, insurance and capital markets companies (as ranked by *FORTUNE*) use Avaya in their contact centers.

To learn more, contact your Avaya Client Executive, Authorized Avaya BusinessPartner or visit avaya.com/financial for white papers, case studies and other information showcasing Avaya solutions in action in the financial services industry.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red rectangular background.

COMMUNICATIONS
AT THE HEART OF BUSINESS

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