

5 customer experience strategies for financial services contact centers



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Introduction



Customers expect a combination of speed and personalization from financial services providers.

Your ability to deliver on these gives you a great chance to optimize the customer experience. In a competitive industry where customers have high expectations, a great experience is your golden ticket to success.

You can employ the following five customer experience strategies in your financial services contact centers to excite your customers and keep them coming back.

Meet customers anywhere



Email, website, social media, chat, mobile self-service app, self-service artificial intelligence, and messaging form the comprehensive set of digital touchpoints that top financial services providers offer. Each of these connections presents different features and benefits.

Here is a snapshot of how each channel contributes to a thorough support system:

Email: Email allows customers to send and receive more thorough information that is not as time-sensitive, although a same-day response time is still a common expectation.

Website: Your website should include a lot of support resources for easy customer access. FAQs and help guides, for instance, can be stored and accessed when customers need them.

Social media: Many people have several social media apps always open on their phone. It is simple to send a quick message to a support account through most social media.

Chat: Increasingly, chat has provided a happy balance for customers who don't want to talk on the phone, but want real-time interaction with a support person.

Mobile self-service app: Mobile apps are a convenient, easy-to-access option for customers that want to find resources or resolutions on their own. This option also helps save time and resources for your team.

Self-service AI: Artificial intelligence tools can also fill in for live reps when handling customer queries about common issues. Chat bots or virtual pals are common formats.

Messaging: Messaging is another convenient and quick way for a customer to contact your support team. Hashtags and other alert words are often used to organize incoming messages. A timely response is critical to optimize CX through this platform.

Provide a comprehensive banking solution



In addition to a full array of support connections, customers want a full suite of features from a financial services provider. The more in-demand features and tools you can incorporate into your solution, the more beneficial your experience is for the customer.

Checking, savings, investments, and loans are among common products banking customers want to access. But they also want convenient third-party solutions such as payment-processing and virtual wallets. Your ability to integrate these in-demand options into your services removes reason for customers to look elsewhere.

Customers want to do business with a bank they trust, and it is easier to build a comprehensive relationship with one trusted provider than to try to work with several.

Empower your agents with omnichannel support



It is difficult to deliver a comprehensive solution and optimized customer experience without empowering your agents with the tools to make these things happen. Successful financial services providers give their agents advanced omnichannel support tools.

Communication silos have plagued contact center teams for a long time. Agents have historically worked with customers via segregated contact methods. Omnichannel support enables a unified agent experience through a single interface. Thus, one agent can efficiently support customers across multiple channels through a dynamic, digitally organized queue.

It is frustrating for customers if agents do not have access to previous communications. Cross-channel access to contact history eliminates this frustration and equips agents with necessary insight on the evolving support issues customers face. You can also elevate or escalate cases when a customer's situation needs more urgent attention or resolution.

Allow for AI-supported self-service when preferred



In some cases, the most efficient service for a customer is self-service. AI-supported self-service is one of the more recent support channels in widespread use. Chatbots and virtual agents are common mechanisms.

These tools are programmed to interpret common questions customers might have and to provide resources and instructions in response. With this approach, your agents are freed up to help with questions that require human interaction. Your customers also benefit from resolving their issue without the need to wait for an agent connection.

Customers get frustrated if the AI becomes unhelpful or tedious. If you do provide AI support, it is important to simplify the process for a customer who wants to move from AI to a live agent. For instance, allow the customer to enter "agent" into a chat to call for live-agent support.

Leverage data for personalized product recommendations



Customers want the convenience of all-in-one banking services, but not all customers want the same products, services, and features.

Thus, you need to provide personalized product recommendations and customized account dashboards and features. The only way to do this efficiently is through effective data solutions and automated processes.

Combining data and artificial intelligence, you can provide the right product recommendations at the right times to appeal to customers. Each customer is able to build the banking portfolio he or she wants, without having a cluttered account.

RingCentral helps financial services deliver great customer experiences

With so many competitors in the financial services sector, an elite customer experience is one of your best ways to stand out. Implementing the strategies here goes a long way toward exciting your existing customers and attracting new ones.

RingCentral is a leading provider of unified business cloud communications and contact center solutions, which empower your workforce to deliver a great customer experience!

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