

APPLIED CUSTOMER ENGAGEMENT (ACE) FOR FINANCIAL SERVICES

VIDEO TRANSCRIPT

Each year the volume of contact with call centers increases by 10% within the financial sector.

Source: Based on Accenture experience in this area.

With customers often experiencing arduous and time-consuming calls, costing institutions unnecessary time and money

Accenture offers a solution.

Applied Customer Engagement. ACE for short.

By harnessing data and implementing advancements in Artificial Intelligence, Accenture can future proof your customer experience by delivering context driven responses.

And with ACE's ability to identify specific customer needs, particularly in sensitive moments such as bereavement and financial difficulty, the system directs customers to a fully briefed agent.

As well as being able to predict and prevent high contact centre volume, ACE's call deflection tool diverts demand to synchronous channels such as WhatsApp Inc. Reducing call time, whilst increasing efficiency and revenue.



Example:

Would you like me to connect you to the digital assistant?

Yes please

No problem Jane, I'll ask the digital assistant to get in touch using the number you've provided to our bank. Please check your 'WhatsApp'.

These are just some of ACE's evolving components, and as a proposition is 'technology agnostic'.

Looking forward to 2022, it is estimated that chatbots can help banks automate up to 90% of their customer interactions.

Source: "Chatbot Report 2019 Global: Trends and Analysis," Chatbots Magazine, April 18, 2019.

And by 2025, artificial intelligence is expected to power 95% of customer interactions.

Source: "AI will power 95% of Customer interactions by 2025," Finance Digest

Accenture can help you deflect contact center demand by 50% - 70%.

Source: Based on Accenture experience and work in this area.

It's time for Applied Customer Engagement.

ACE by Accenture.