



# Building cost-efficient and interactive customer relationships

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Regional Manager Business Video

ASEAN

# Agenda

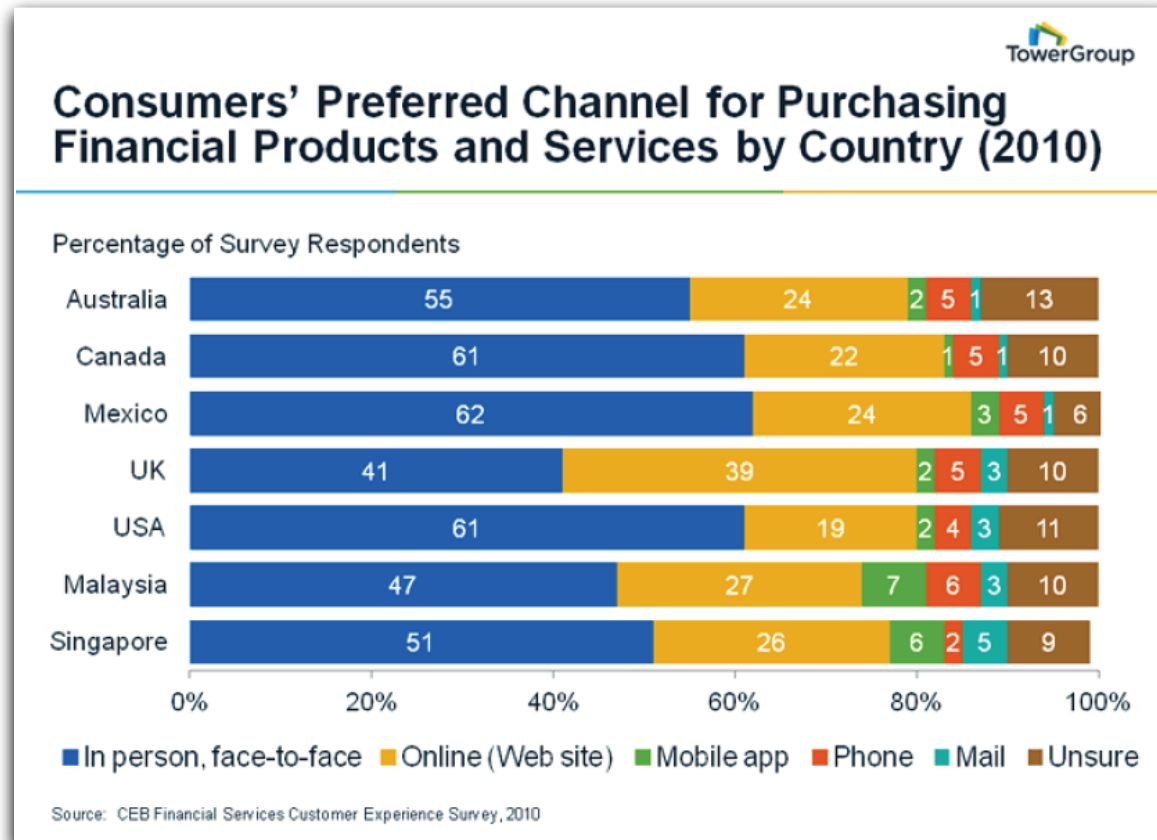
- Business Challenges and Opportunities
- Remote Expert Solution Overview
- Solution Capabilities and Architecture
- What Banks Are Saying and Doing
- Why Cisco?
- Next Steps



# Business Challenges and Opportunities



# Consumers Preferred and Actual Channels



- Multi-channel is a customer expectation
- Channel preferences are changing
- Most new accounts are still opened in the branch
- Branch is evolving from transaction to advisory services

# Challenges with Providing Superior Sales and Service in Today's Environment

- Loss or irritation of customers due to long lines
- Lack of availability of product experts when, and where, required by customers leads to lost sales/revenue leakage
- Delivering a personalized, face-to-face experience (audio alone is no longer good enough)
- Limited ability to bring in additional expertise in real-time
- Slow, or inadequate, response for customers using phone or Web channels



# Remote Expert Solution Overview



# Retail Banking Solution Portfolio

## Smart+Connected Buildings

### Physical Security



IP-based digital video surveillance for security and marketing

Dynamic control of power for PCs, servers, phones, and building cooling



### Remote Expert

Specialized consultation provided from remote experts via dynamic interaction (video) to any channel



### Digital Media Management

Provide personalized digital marketing and messaging with digital media solutions



### Converged Communications

IP-based centralized voice and data to enable unified connectivity

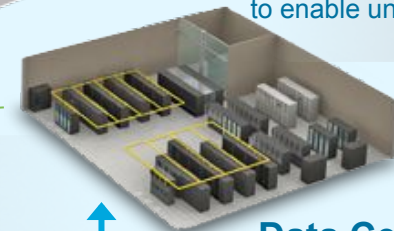


### VXI for Retail Banking

Reduce application processing cost, and enhance product speed to market with lean, centralized application management



### Data Center



# Remote Expert Solution Enabling the Multi-Channel Experience





# What Is Remote Expert?

A Solution that Connects a Customer—Regardless of How (Mode/Media) They Interact with the Bank, with the Most Appropriate and Available Expert Regardless of Where the Expert Is within the Bank

- Identifies, locates, and connects customers with banking experts for advisory services—whenever and wherever they are needed
- Creates a virtual pool of experts/specialists, whether co-located in particular centers, dispersed within the branch network, or located at home—reducing lost sales opportunities
- Provides high quality audio and video for customer interactions—delivering a compelling customer experience
- Maximizes effectiveness and reach of financial experts
- Enables customer interaction recording—supporting regulatory and internal compliance requirements



Enabling **Profitable Organic Growth** via a Next-Generation Sales Model Aligned with Evolving Customer Demands and Behavior

# Remote Expert for Financial Services

## **Accelerated Revenue Enhancement**

Remote expert capabilities help reduce the amount of “revenue leakage” at the branch level

## **Greater Customer Acquisition**

Video makes a “face-to-face” with product specialists a reality and increases success rates

## **Higher Customer Retention Rates**

Video introduces a personal touch necessary to improve customer confidence in the relationship and an added stickiness

## **Increased Leverage of Existing Employees**

Institutions are now able to leverage subject matter experts across the enterprise regardless of employee location

## **Green Initiative/Carbon Footprint Reduction**

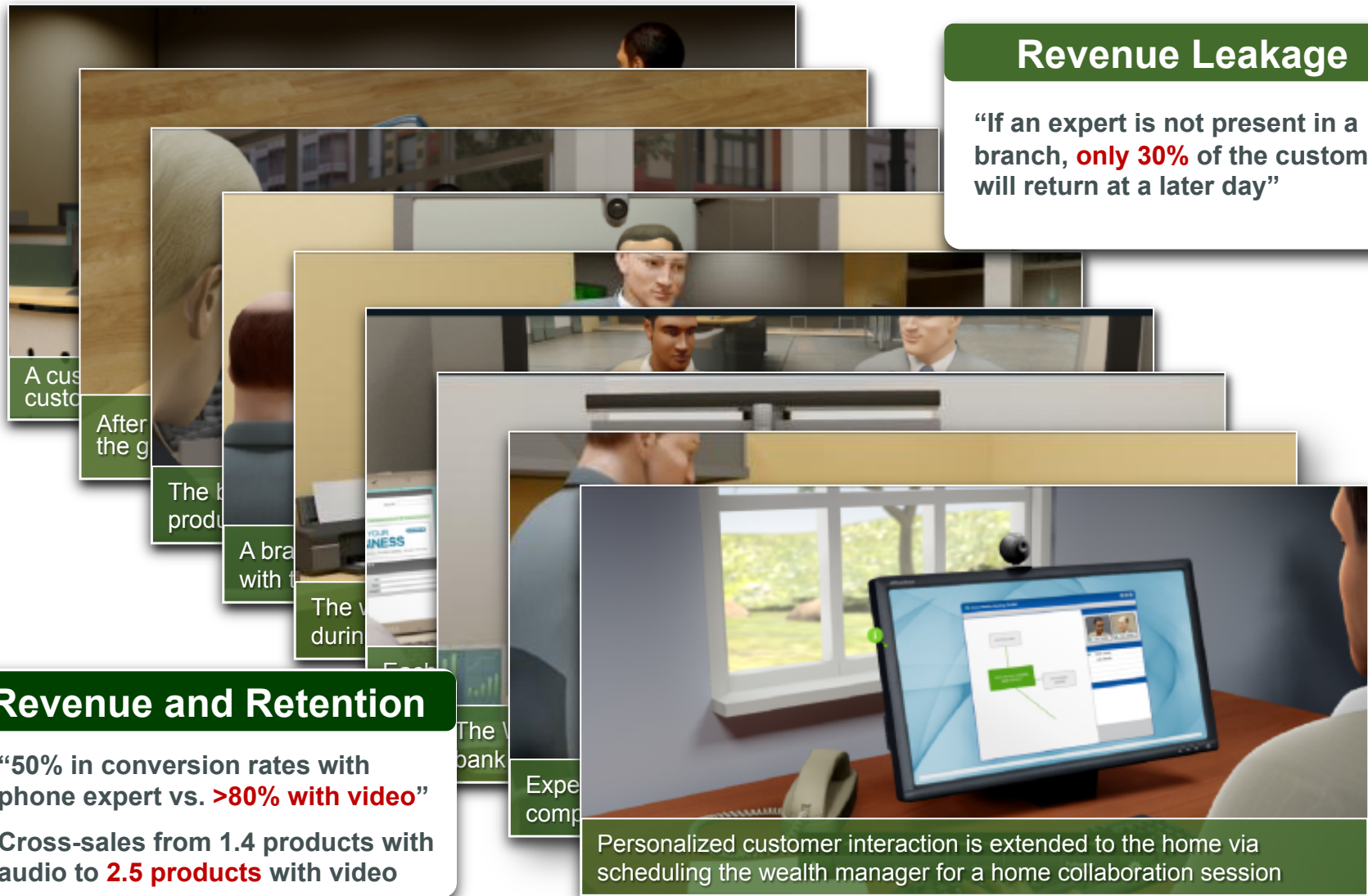
Video plays a significant role in reducing travel, saving time, and improving operational efficiency, making video solutions “green”

# Remote Expert

Providing Wealth Management Service Anytime—Anyplace

## Revenue Leakage

“If an expert is not present in a branch, **only 30%** of the customers will return at a later day”



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## Revenue and Retention

- “50% in conversion rates with phone expert vs. **>80% with video**”
- Cross-sales from 1.4 products with audio to **2.5 products** with video

Personalized customer interaction is extended to the home via scheduling the wealth manager for a home collaboration session

# Solution Capabilities and Architecture



# Remote Expert Solution Components



IP Communications  
Mobile Applications  
Personal Video

Conferencing



Messaging

## Integrated Video Experience

Personal

Multi-Purpose

Dedicated



umi Series



500 Series



EX 60/90 Series



Profile Series



1100 Series



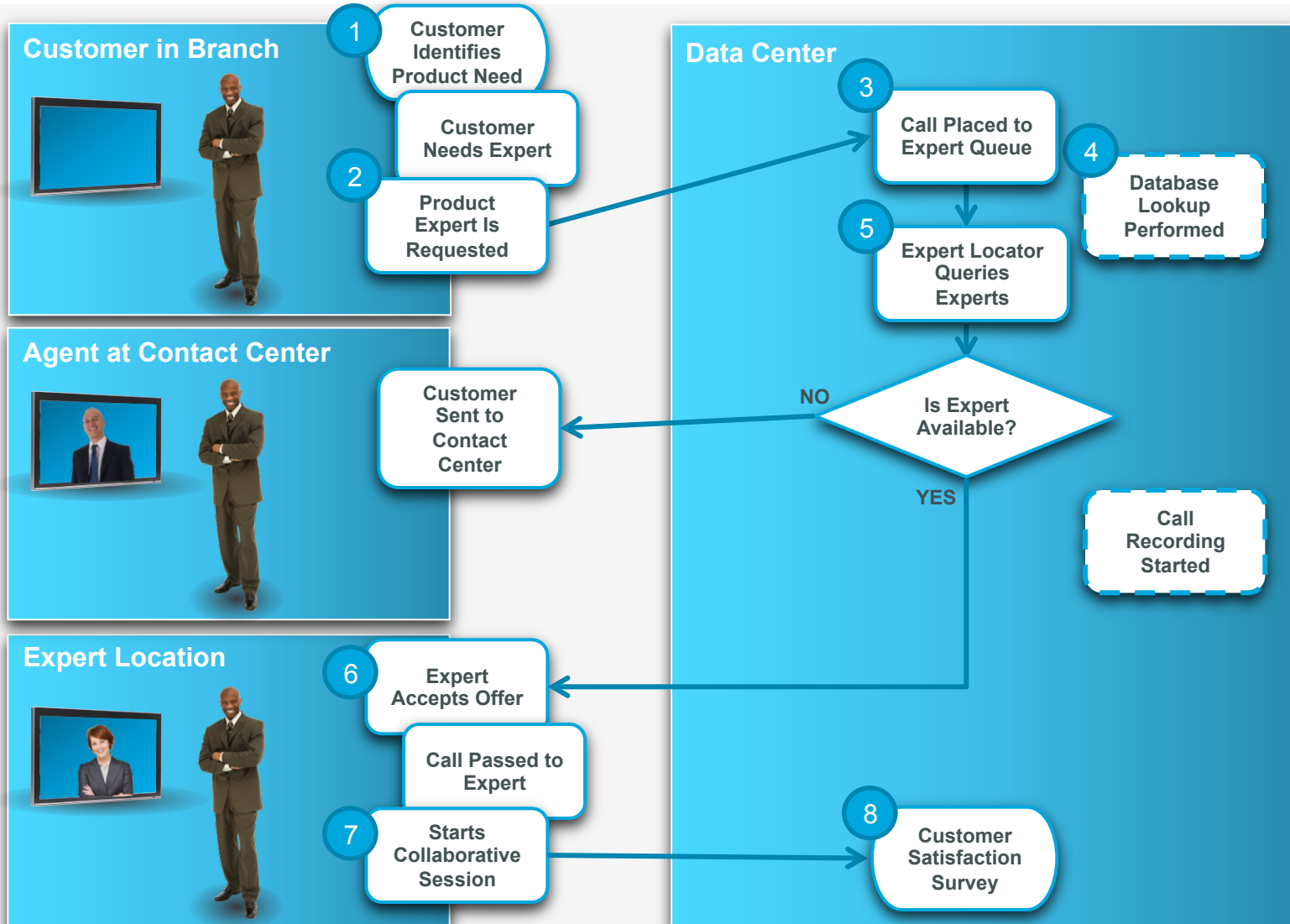
1300 Series



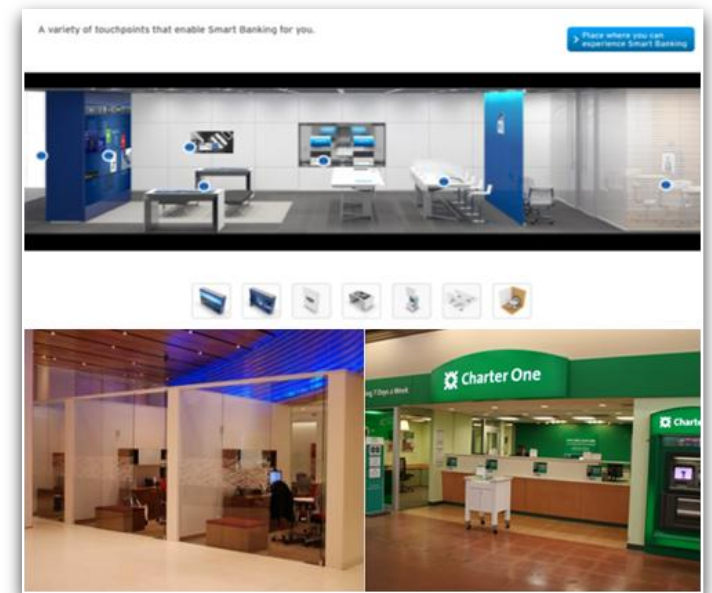
3000 Series

# Conceptual Process Flow

## Remote Expert in the Branch with Contact Center Roll Over



# What Banks Are Saying and Doing



# Remote Expert: What Bankers Are Saying

“The technology is here and coming directly at me. We have to take a serious look at this and make a decision on how best to deploy for UFB and our customers.”



“First Republic offers a unique approach to managing trust assets by **providing access to the best investment advisory talent anywhere** in the country.”



FIRST REPUBLIC BANK  
It's a privilege to serve you<sup>SM</sup>

“We believe this advanced video banking technology brings great value to our customers at participating branches, allowing them to instantly connect live with lending and wealth management specialists in other locations, putting our customers in control of when and how they bank.”

Theresa McLaughlin, Group EVP and  
CMO





# Remote Expert: What Bankers Are Saying

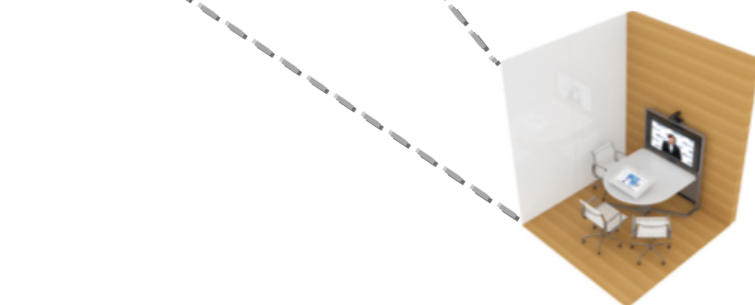
“Video is more important than ever. About 20% of our customer acquisitions used video to meet a servicing need. Video is going to be the biggest transformative tool we have in terms of B-to-C dialogue in the next five years.”

Citibank Japan



A variety of touchpoints that enable Smart Banking for you.

> Place where you can experience Smart Banking



## Citi Consulting Room

The "Citi Consulting Room" is a fully private room where the functionality of the "Citi Workbench" can be used in a personal space. From the "Citi Consulting Room", customers can talk directly with a Citibank agent and receive consultation through the videoconferencing system. It is also possible to make an appointment in advance to use consultation through video services.



# Remote Expert: What Bankers Are Saying



“Video conferencing allows us to create real value as an integrated channel for customer service.”

**Bank of America**



# Remote Expert: What Bankers Are Saying



“This advanced video banking technology brings great value to our customers at participating branches, allowing them to instantly connect live with lending and wealth management specialists in other locations, putting our customers in control of when and how they bank.”

Martin Bischoff  
Vice Chairman and Head of  
Consumer and Business Banking  
at Citizens Financial Group



# Remote Expert Delivers Business Value

## Results that Cisco Banking Customers Have Reported:

- 100% improvement versus telephony alone (phone in branch connected to contact center agent)
- Increase of 2.0 to 3.5 products per customer
- 25% to 33% increase in products per SMB account touched
- 100% customer satisfaction with the experience
- From 50% to 100% conversion (sales)
- From 1.4 to 2.5 products per customer
- 10% to 15% of sessions became sales leads



Source: Cisco Clients implementing Remote Expert

# Why Cisco?



# Remote Expert Why Cisco?

- Expertise in working with banks around the world on the people, process and technology elements of Remote Expert
- Delivers personalized face-to-face experience with high quality audio and video across your institution and all the way to your customer—mobile phone through TelePresence
- Proven ease of use for customers, branch personnel, contact center agents and subject matter experts
- Cisco collaboration and video applications are integrated into the solution to dynamically manage and track availability of an enterprise-wide experts by product, service, and skills
- Integrates with your customer relationship management system providing experts with a view to complete customer relationship and activities

to complete customer relationship and activities  
management system providing experts with a view

- integrates with your customer relationship

by product, service, and skills

# Taking Key Initiatives to Execution



Thank you.



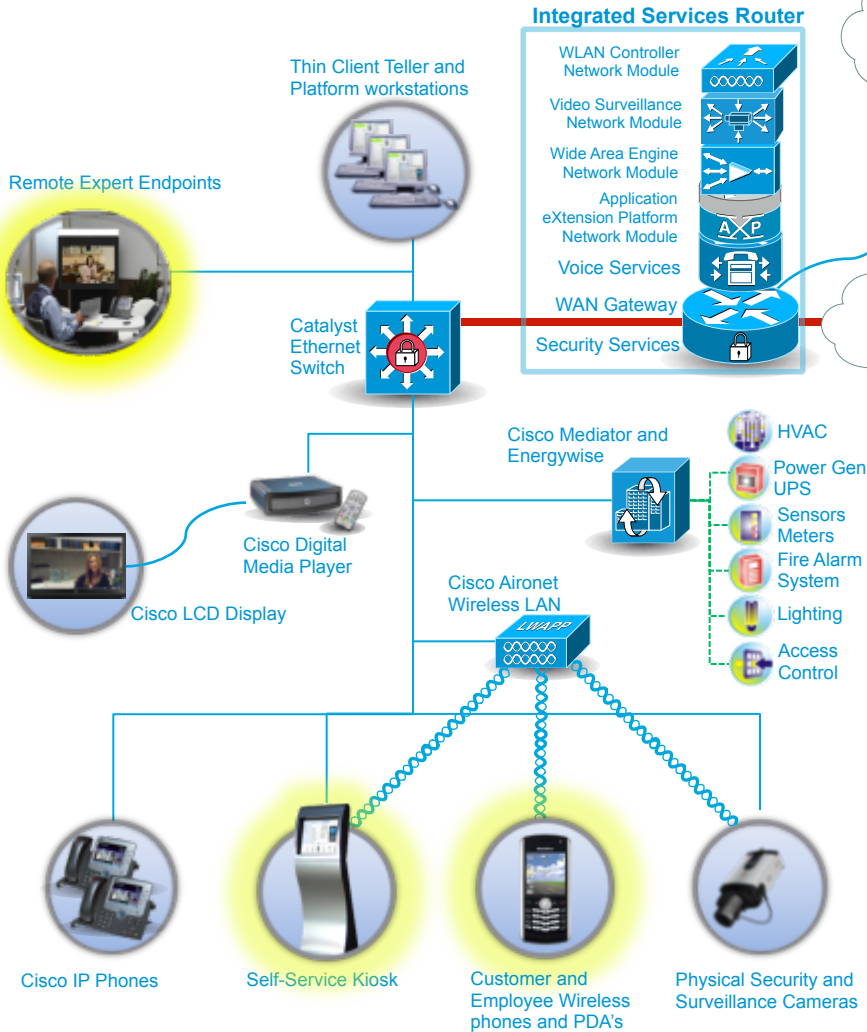


# Backup Slides

# Remote Expert Solution Components

Remote Expert components highlighted in yellow

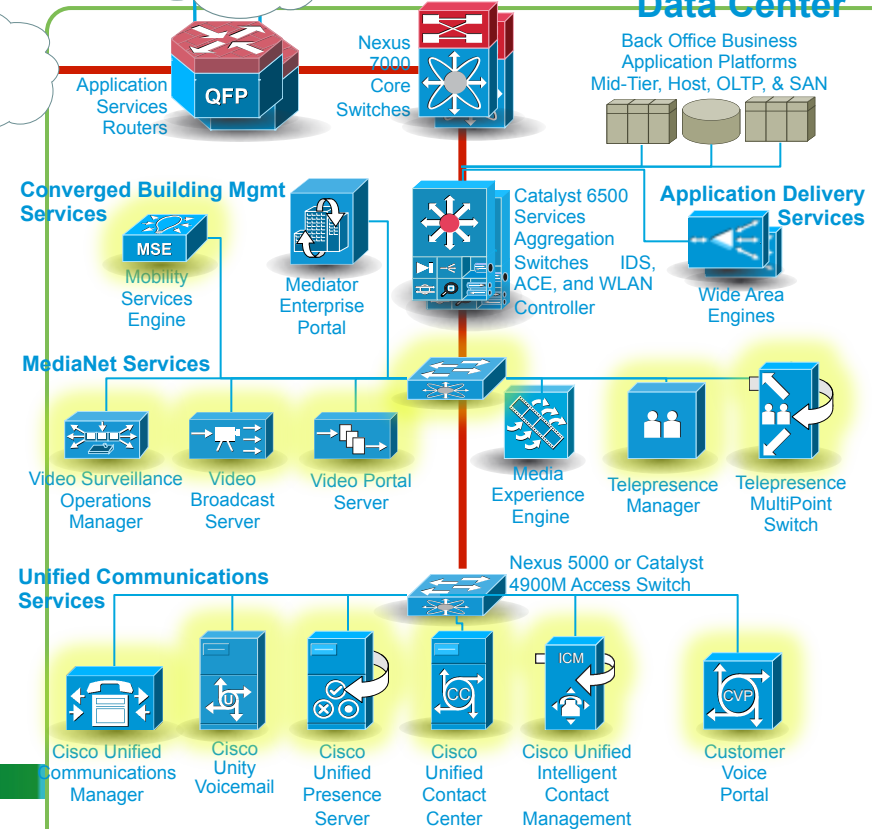
## Retail Bank Branch Offices



## Remote Locations



## Data Center

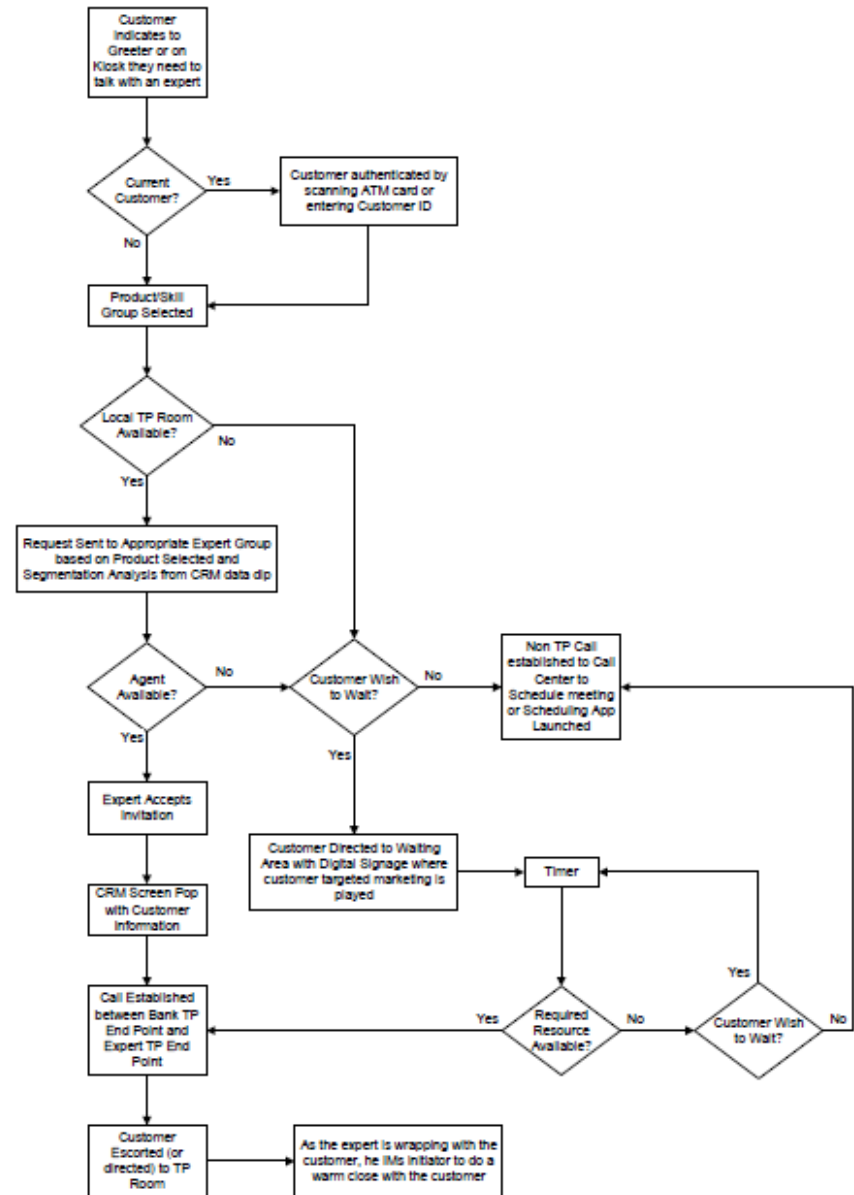


# Example: Remote Expert

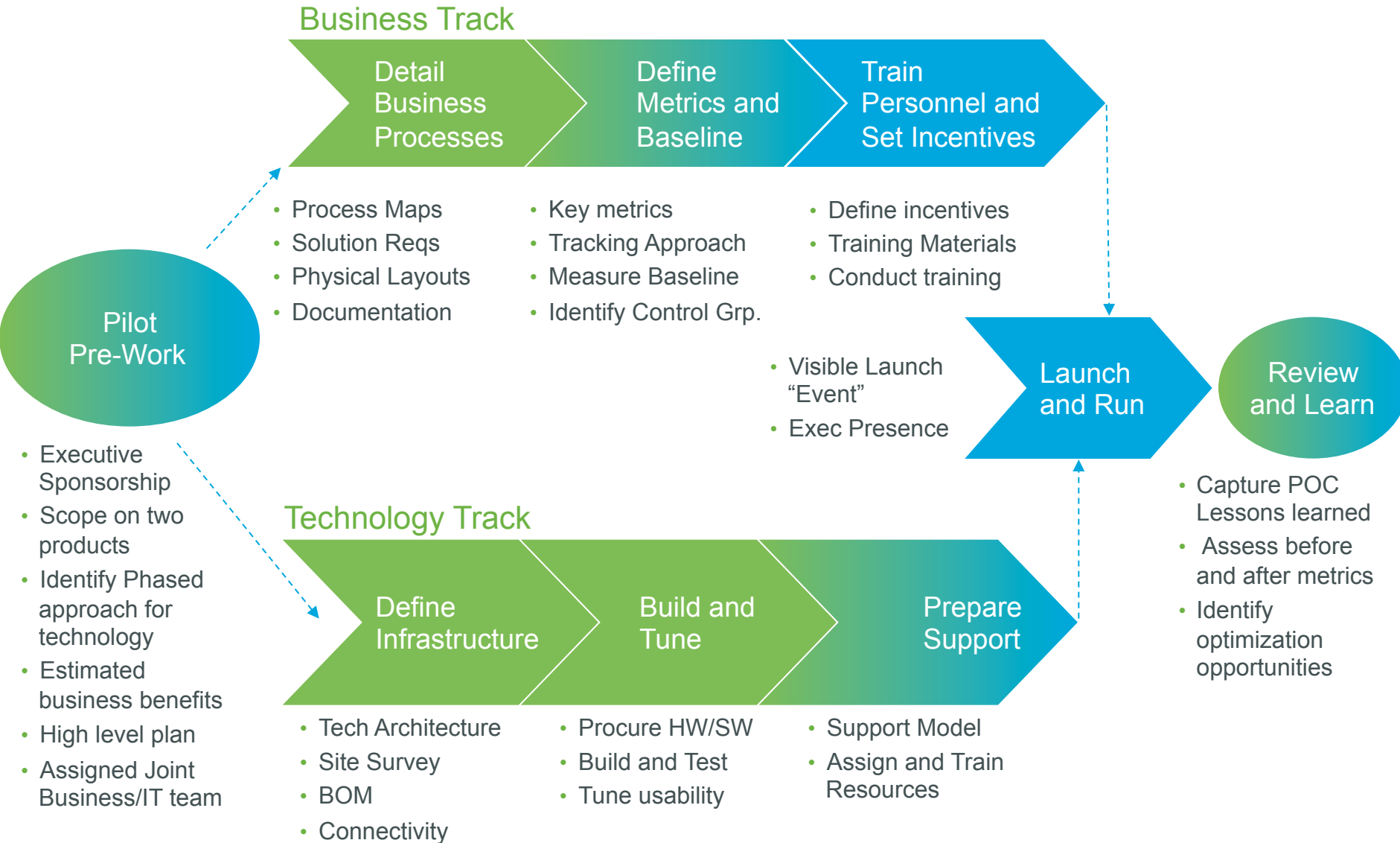
*“Enabling Personalized and Pervasive Sales and Service Across Delivery Channels”*

Architectural Tier	Retail Bank “As Is”	Retail Bank “To Be”	Results
Strategy	<ul style="list-style-type: none"> <li>Increase revenue through organic sales without an increase in cost ... resulting in profitable growth and increased shareholder value</li> </ul>	<ul style="list-style-type: none"> <li>Increase organic sales revenues without a significant increase in sales related to operational expense</li> </ul>	<ul style="list-style-type: none"> <li>Profitable growth and increased shareholder value</li> </ul>
Business Imperatives	<ul style="list-style-type: none"> <li>Improve cross-sales to increase wallet share from current rate of 2.1 products per customer</li> <li>Increase branch sales per FTE from 1.88 per day</li> <li>Focus on complex offerings such as wealth management and mortgage lending</li> </ul>	<ul style="list-style-type: none"> <li>Cross sales increased to 2.4 products per customer</li> <li>Branch sales per FTE are 2.4 per day</li> </ul>	<ul style="list-style-type: none"> <li>14% increase (.2) in products per customer resulting in a \$123 million revenue increase per region</li> <li>22% improvement in branch sales per FTE per day (2.4) resulting in an annual cost savings of \$65 million</li> </ul>
Business Capabilities	<ul style="list-style-type: none"> <li>Wealth management services are delivered either through the home or at branches based on referrals</li> <li>Mortgages are sold through regional centers requiring repeat visits by the customer</li> <li>No ability to respond to sales opportunities requiring experts “on-demand” or via website or contact center</li> </ul>	<ul style="list-style-type: none"> <li>On demand sale and service is available across business units via <b>Cisco’s Virtual Expert Management</b> solution</li> <li>Branches deliver advisory services independent of local resources</li> </ul>	<ul style="list-style-type: none"> <li>Greater agility in responding to customer needs</li> <li>Ability to offer products more quickly</li> <li>Ability to deliver a broader offer in remote regions</li> </ul>
Operational Processes and Organization	<ul style="list-style-type: none"> <li>Sales teams are regionally deployed by business unit (i.e., Mortgage, Wealth Management, SMB lending, etc.)</li> <li>Compensation plans differ by product and function</li> <li>Access to experts is manual</li> </ul>	<ul style="list-style-type: none"> <li>Sales force is now integrated across the business and virtualized with reduced travel downtime</li> <li>Compensation plans are aligned with business goals and the customer</li> <li>Sales expert access is automated and seamless</li> </ul>	<ul style="list-style-type: none"> <li>Greater collaboration and efficiency across business units</li> <li>Increased resource productivity and less downtime</li> <li>Increased audit ability</li> </ul>
IT Architecture and Products	<ul style="list-style-type: none"> <li>Branches are supported by independent deposit and loan systems with common CIF</li> <li>No skills database for sales resources</li> <li>No IP-based unified communications/collaboration deployment</li> <li>Sales resources are accessed manually using referral cards</li> </ul>	<ul style="list-style-type: none"> <li>IP-Based Unified Communications foundation is established across delivery channels</li> <li>Collaboration systems deployed with presence and dynamic video in branch and contact center (either TelePresence or UC video)</li> <li>Collaboration extended to the customer home via WebEx</li> </ul>	<ul style="list-style-type: none"> <li>Expanded and more effective use of the Internet across the bank</li> <li>Establishment of common services for managing sales interaction</li> <li>Technical integration across business lines and delivery channels</li> </ul>

# Remote Expert Process Flow



# Pilot Project Plan—Parallel Tracks



Source: VTG Customer Business Transformation Team

# Cisco's Remote Expert Solution

## Enabling the Multi-Channel Experience

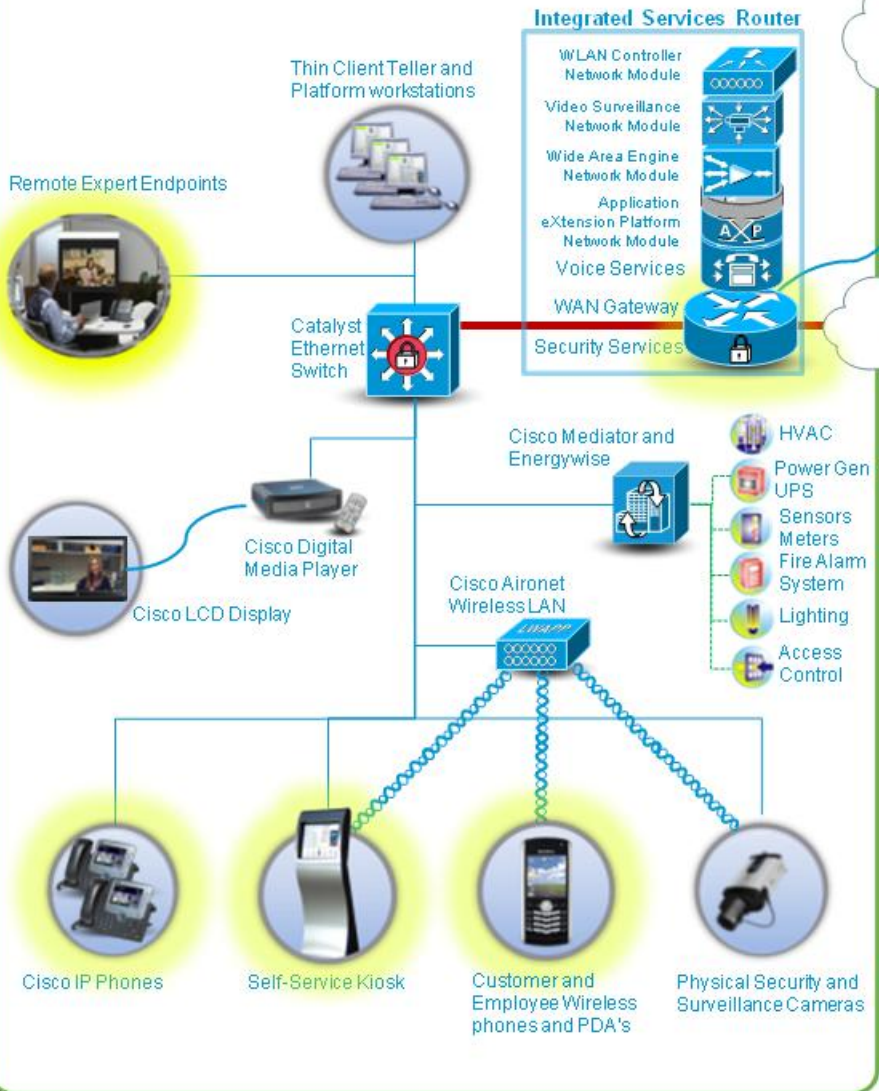
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**Consistent Experience  
No Matter Where the  
Customer and the Remote  
Expert Are Located**



Remote Expert components highlighted in yellow

### Branch/Agency Office



### Remote Locations



### Data Center

