

# 5 customer experience strategies for financial services contact centers

In the fast-paced financial services industry, customers expect a combination of speed and personalization.



## Introduction

Delivering on these expectations optimizes customer experience and enhances the productivity of your teams. In a competitive landscape where customers have high expectations, a superior customer experience is your golden ticket to success.

To help you achieve this, we present five customer experience strategies for financial services contact centers that leverage advanced IT solutions, including core features available within RingCentral's AI-powered RingCX and enterprise-grade Contact Center solutions.

## 1. Meet Customers Anywhere

Financial services providers must offer a comprehensive set of digital touchpoints to meet customers wherever they are. This includes:

- **Voice, Video, Digital, and Social Channels:** Offering multiple channels ensures that customers can choose their preferred method of communication, enhancing their experience.
- **IVR and Skills-based Routing:** Efficiently direct customers to the appropriate agent, reducing wait times and improving satisfaction.
- **Outbound Dialers:** Proactively engage with customers for follow-ups, surveys, or updates, demonstrating a commitment to their needs.

### Snapshot of Each Channel:

- **Email:** Facilitates detailed, non-time-sensitive communication with an expectation of same-day responses.
- **Website:** Provides accessible support resources such as FAQs and help guides.
- **Social Media:** Allows quick, informal interactions through popular platforms.
- **Chat:** Offers real-time interaction without the need for a phone call.
- **Mobile Self-Service App:** Enables customers to find solutions independently, saving time and resources.
- **Self-Service AI:** Handles common queries, freeing agents to focus on more complex issues.
- **Messaging:** Provides a quick, organized method for customers to reach support teams.

## 2. Provide a Comprehensive Banking Solution

Customers desire a full suite of features from their financial services providers, including:

- **Core Banking Products:** Checking, savings, investments, and loans.
- **Third-Party Integrations:** Payment-processing and virtual wallets for added convenience.
- **Fast, efficient customer experience:** Seamless, native Integration with business communication solutions like RingCentral's RingEX, RingCentral Contact Center or RingCX are essential tools that ensure a unified, expedient banking experience.

Offering these in-demand features within a single, trusted provider builds comprehensive relationships and reduces the need for customers to seek multiple service providers.



### 3. Empower Your Agents with Omnichannel Support

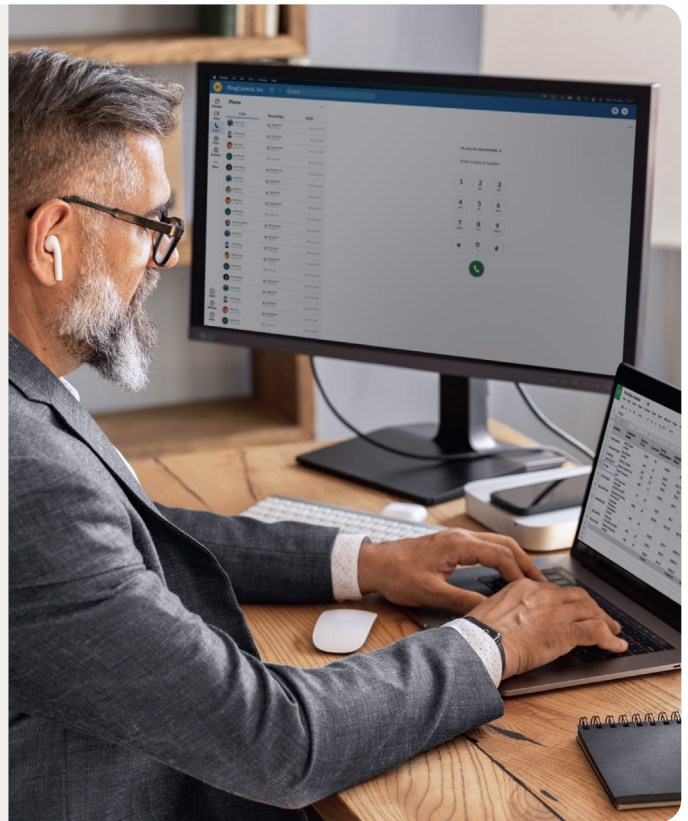
Empowering agents with advanced omnichannel support tools is crucial for delivering a comprehensive solution and optimized customer experience. This includes:

- **Unified Agent Interface:** Enables agents to support customers across multiple channels from a single interface, improving efficiency.
- **Access to Contact History:** Provides agents with cross-channel access to previous communications, allowing them to understand and address evolving support issues effectively.
- **Dynamic Queue Management:** Ensures cases are elevated or escalated as needed, providing timely and appropriate resolutions.

### 4. Allow for AI-Supported Self-Service When Preferred

AI-supported self-service is a critical component of modern customer support, providing efficient solutions while freeing agents for more complex inquiries. Key capabilities include:

- **Intelligent Virtual Agents for Voice and Digital:** These tools handle common queries, offering resources and instructions in response.
- **Real-Time AI Agent Assist:** Supports agents during live interactions, improving response times and accuracy.
- **Simplified Transition to Live Agents:** Ensures a smooth handover from AI to human support when necessary, minimizing customer frustration.



## 5. Leverage Data for Personalized Product Recommendations

Personalization is key to meeting individual customer needs and preferences. Leveraging data and AI, you can provide tailored product recommendations and customized account features. This includes:

- **Automated Interaction Transcripts and Summaries:** Capture and analyze customer interactions to refine product offerings.
- **Automatic Call Scoring and Post-Call Speech Analytics:** Assess call quality and extract actionable insights.
- **Advanced Quality and Performance Management:** Monitor and enhance agent performance, ensuring high standards of service.
- **Keyword Tracking and Feedback Coaching:** Identify trends and provide targeted coaching to agents.

## Conclusion

In the highly competitive financial services sector, delivering an elite customer experience is essential for standing out. By implementing these five strategies, you can excite your existing customers and attract new ones.

RingCentral, a leading provider of AI-powered unified business cloud communications and contact center solutions, empowers your workforce to deliver exceptional customer experiences. Leverage our advanced capabilities to stay ahead of the competition and meet the ever-evolving expectations of your customers.

[See how it works today.](#)

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For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.



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