

Can the financial service sector build customer loyalty and restore the trust in financial institutions by making the right investment in CX solutions to improve their customer



The current state of CX

in financial services



of UK customers said they had a positive experience with banks' customer service. **Source link** Forrester

Among customers who have

service, 80% said they could

issue had been solved on their

changed banks due to bad

have been retained if their

first contact with the bank.

**Source link** Microsoft

Enghouse Interactive

of their customers within the first week. **Source link** Appcues

2021's average speed to answer in the finance sector is more than seven times (7x) higher than the historical average of around 30 seconds. Download the pdf ContactBabel "UK Contact Centre Verticals: Finance"

decline in trust Only

29% of consumers trust their bank to look after their

Reversing the

long-term financial wellbeing, compared to 43% two years ago. Accenture



Banks that successfully use

see an increase in profit by

40% from a combination

lower operational costs.

of increased revenues and

digital technologies could also

Among those customers

**Source link** Forrester

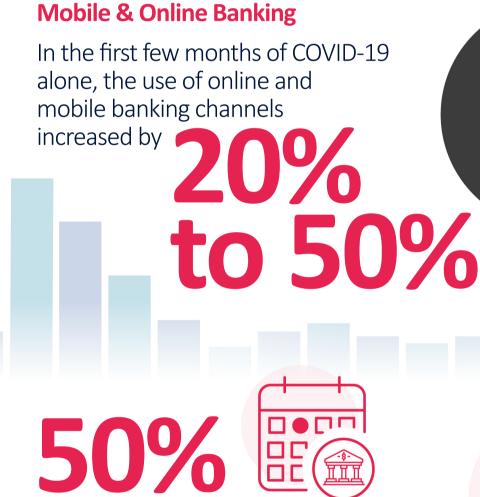
who feel valued by their bank,

87% will advocate for it, and

82% will spend more money.

71% plan to stay with that bank,





of banking customers interact

compared to 32% before

the pandemic.

**Source link** Accenture

**59%** 

with their bank via a mobile device

or website at least once a week,

**Source link** Mckinsey

of customers expect on-demand, anywhere anytime customer service. **Source link** Capgemini **Self-Service** 

of consumers are using self-service

channels to report problems, only 9%

of users are managing to fully resolve

of customers expect an

**Source link** Capgemini

omnichannel experience.

**47%** today.

**Download link** 

Verticals: Finance"

**862** Billion working hours.

**Source link** Juniper Research

their issues without being forced to

**Omnichannel Experience** 

speak to an agent.

**Source link** Gartner

of financial services companies

will use chat in 2025, up from

ContactBabel "UK Contact Centre

By 2023 chatbots will save banks

opt to open a bank

account online.

**Source link** NTT DATA

862 Billion

Chatbots for customer service in banks can cut costs by £0.60 per interaction. ((4)) ((9)) Source link Juniper Research **Personalised Communication** welcome a digital experience

banking products (68%).

revenue growth for

financial services

**Source link** Mckinsey

companies.

Source link

Accenture

Personalisation

up to

at scale can drive

of customers rate personalisation as "highly that includes human advice on simple (72%) and complex important" in financial services today. **Source link** Capco Study

Automation will

perform from

10%

to 25%

functions in the next few

years, increasing capacity and

freeing employees to focus on

higher-value tasks and projects.

of work across bank

Source link **Mckinsey** 

Al and Automation



of banking business



will pave the way to

trust and loyalty.



and financial institutions to offer seamless, personalised experiences – building customer

guide to improving

CX in financial services!



Enghouse

Interactive

executives believe that Cloud technology will play a transformative role in banking. **Source link** World Economic Forum

> solutions in the finance sector. **Download link** ContactBabel "UK Contact Centre Verticals: Finance"







use cloud-based contact centre









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