

# REMOTE ADVICE IN BANKING: A NEW ROUTE TO THE CUSTOMER

***“Financial institutions are searching for new avenues to connect with customers and sell their products”***

## Introduction

The proliferation of, and rapid advances in, technology-based systems, especially those related to the Internet, are leading to fundamental changes in how brands **interact with customers**.

**Virtual channels** are becoming more relevant, with the increasing penetration of high-speed Internet connectivity and web-enabled mobile devices allowing consumers to spend more time online.

This is all the more true in some aspects of everyday life and for a number of products and services consumers require; spaces like utilities, financial services, insurance, telecommunications, fashion, publishing, and more – with their competitiveness and time-saving potential – all make for substantial improvements in customer experience when interactions between brand and user take place online, or on the go.

Evolution has proved particularly strong in the financial services industry, where a massive **93%** of those who managed household finances **banked online at least once in the past 12 months**.

That said, bank customers are highly likely to continue using a mix of channels, but will also use non-branch channels for increasingly complex banking transactions.

## Digital banking

Faced with slow growth, retail banks today are under pressure to **improve their quality of service**, while also **reducing costs** to remain competitive in an extremely volatile and uncertain market.

Distribution channels play a key role in delivering an **enhanced customer experience** as customer interactions begin, in some cases switch between, and end within specific channels, physical or virtual.

Financial institutions are searching for new avenues to connect with customers and sell their products. At the same time, consumer expectations are changing rapidly, with preference for a **personalised, streamlined, engaging and digital experience**. One emerging model that addresses these twin pressures is remote advice.

## Remote Advisory Service

Thanks to Remote Advisory Service, customers can get **expert investment advice** on how to make their money work for them from the comfort of their own home.

Engaging customers in real-time or scheduling on-line appointments, the service will allow financial advisors to **video chat** with customers at-home, providing advice remotely using **screen and document sharing** with a secure, encrypted internet connection.

Thanks to **collaborative tools**, customers are able to see the same documents as the consultant which provides the same - if not higher - level of service than a face-to-face appointment.

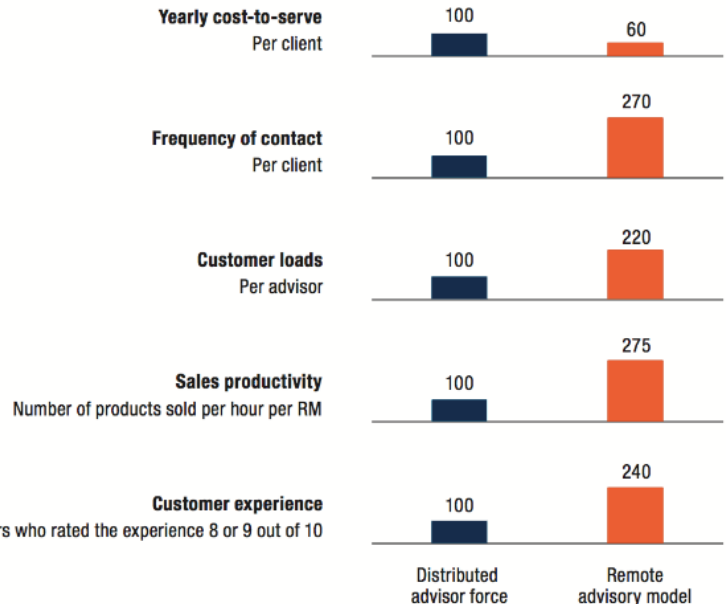
## Business Impact

In the last couple of years, financial institutions around the globe, have launched remote advice pilot services, been able to **reduce their cost to serve by 40 percent**, increase the frequency of client contact by 150 percent, double customer loading, nearly **triple sales productivity**, and more than double the number of clients rating their experience as very positive.

In higher end segments, by removing travel time, financial consultants could save up to 2.5 hours per meeting, giving them more time to see more customers.

The benefits a customer derives from remote advisory are tangible and effectively add value to the customer journey. It is the perfect

Remote advice model impact<sup>1</sup>  
Indexed to 100



<sup>1</sup> Based on examples  
Source: McKinsey & Company

combination between the pleasure of being attended with a **personalised high-end service** and reactively without wasting commute time or waiting in a lobby.

## Time To Market

According to a recent McKinsey's study (Affluent Money in Motion Consumer Research, May 2016.), more than 65 percent of respondents said they were **comfortable with the notion of remote, human-based advice**. These numbers were consistent across age groups and wealth levels.

Thanks to a pure cloud solution, designed to be fully scalable and secure, and a fully integrated platform, launching a pilot project does not require a significant financial commitment and can be **deployed within a few weeks**.

## Conclusions

In today's digital, connected and tech-savvy world, online customer service is no longer an alternative, but a real need. Customers, in most industries, are coming to expect it, are pleasantly surprised when they find it, and often unimpressed when immediate answers to specific questions or doubts are hard to find.

Banking is no exception: technology moves fast and so do customers' expectations. The average customer is now used to self-service and this new behaviour requires a reactive and proactive service approach.

A large number of top financial services institutions worldwide **already implemented real-time interaction solutions** and have obtained major benefits in terms of conversion rate, customer satisfaction and loyalty.