

Banking CIO Outlook

September - 02 - 2019

ISSN 2644-240X

BANKINGCIOOUTLOOK.COM

Top 10 OmniChannel Solution Providers - 2019

Today, a consumer applies for a pre-approved car loan on his way to the office, snaps pictures of the required documents and loan signature requirements through his desktop system, and transfers funds to the car dealer through an NFC enabled smartwatch. Consumers expect a unified experience across all the devices and also the flexibility to use multiple devices to complete the process on the go. Consumers enjoy a seamless and real-time experience on all touchpoints when it comes to accessing banking services as well. Owing to the threat of digital disruption and the evolving needs of consumers, banks need to take a step further towards the path of digitalization and invest in improving digital channel design and engagement.

By implementing an effective omnichannel strategy, banks can win customers who demand convenience and simplicity irrespective of the kind of electronic devices or physical channels they use. Developing a unified and single platform, with the capability to manage all channels can enable banks and credit unions to be in tune with new-age fintech startups and tech giants on the innovation and service delivery front.

This edition of CIO Outlook brings you the “Top 10 OmniChannel Solution Providers - 2019.” This list gives you some of the most prominent organizations in the industry. The proposed list envisions assisting companies to gain from the services of Banking Technology Solution Providers who suit their specific requirements and help them enhance their expertise.



Company:
TTEC

Description:

A global customer experience company that designs, builds, and operates captivating omnichannel customer experiences on behalf of the world's most innovative brands

Key Person:
Steve Pollema
Executive Vice President

Website:
ttec.com

TTEC

Exceptional Customer Experience through Omni-channel Technology

Digital disruption is causing a seismic shift in the customer service landscape as the demand for integrated and frictionless customer experience is accelerating. Today, companies around the world increasingly realize the importance of delivering exceptional customer service for their brands. As such, organizations—irrespective of the industry—are investing heavily in digital transformation, which is enabled by cloud, AI, ML, RPA, and omnichannel technology. TTEC, a global customer experience company that builds exceptional omnichannel customer experiences, is helping clients create meaningful connections with end-customers and deliver seamless experiences. By unifying its core capabilities—technology, services, and strategy—TTEC Digital’s omnichannel solutions help brands orchestrate superior customer experience within and across every touch-point. The firm also offers strategic consulting services, AI offerings, CRM development, and systems integration services to help improve productivity, operational efficiency, and customer satisfaction throughout the consumers’ lifecycle.

TTEC’s solutions enable internal systems to operate together and deliver flawless experiences for employees and

customers alike. “A true omnichannel experience allows customers to jump around channels without repeating their issues or queries,” mentions Steve Pollema, the executive vice president at TTEC Digital. As such, the solutions are designed to work across different channels, and direct customer queries to the optimal channel during interactions. For instance, the firm offers a chat window proactively so that companies can assist the customer without disrupting the user experience. Co-browsing via the chat window allows the service executive to view the same screen as that of the customer and review their journey. Moreover, using a unified communications (UC) architecture, which offers businesses multiple tools, the firm helps enterprises improve contact between the employees and consumers, as well as, across various devices. For instance, TTEC’s omnichannel cloud solutions can integrate inbound and outbound voice communications with chat, web collaboration, email, and social media.

“To augment the interactions with customers, TTEC leverages the computational power of AI as well,” mentions Pollema. TTEC’s approach to AI and automation balances human intuition and creativity with the computational power and efficiency of digital technology. TTEC utilizes Intelligent Virtual Assistants (IVAs) to empower employees and deliver seamless service experiences that enable hyper-personalization, increase response time, and improve accuracy. For instance, TTEC’s “Associate Assist” solution is capable of assisting customer service associates in monitoring their conversations with customers. The solution scans through customer data and suggests the next best action or response, in real-time. “Data gives us the visibility and power to make digital interactions successful,” says Pollema. Additionally, the solution

establishes a closed-loop, AI-enhanced, self-training knowledge base. Not only does this approach help in training new associates but also improves their accuracy, efficiency, and consistency. Moreover, clients achieve a reduction in Average Handling Time (AHT) by 20 percent, improvement in First Contact Resolution (FCR) by up to 10 percent, and increase in Net Promoter Score (NPS) by nearly 15 percent with TTEC’s offerings.

“
We direct customer queries to the most appropriate channel and optimize their interaction for better experience

”

When it comes to deployment, TTEC adopts a scalable approach that enables its clients to keep pace with the growing consumer demand. “The ability to deploy the solutions through public, private, and hybrid cloud environments is one of our key differentiators,” states Pollema. To connect more effectively with the omnichannel customer base, TTEC helps its clients move to cloud-based solutions that will unify systems, channels, and processes. The cloud capabilities also enable companies to optimize functionality and manage costs effectively.

“Our offerings have enabled us to uniquely differentiate ourselves in a market where customer experience has never been more important,” states Pollema. TTEC is currently expanding its global footprint to support onshore, near-shore, and offshore capabilities. “We will continue to evolve our solutions and services to lead the future of digital transformation and create captivating customer experiences,” concludes Pollema. **BC**



Steve Pollema