RingCentral

US

Transforming financial services with AI-powered communications

Creating intelligent, connected experiences that help financial services increase satisfaction, boost efficiency, and seize growth opportunities

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Communications are central to the growth of financial services

The highly competitive financial industry is putting immense strain on financial institutions from all sectors to transform their technology stack to innovate and do more with less. They are under pressure to quickly bring to market new services and deliver more convenient, personalized experiences, all while reducing operational costs and complexity to sustain growth.

83%

of financial professionals believe their institution is interested in generative AI [1].

88%

of banking executives believe AI will revolutionize the way they gain information from and interact with customers [2].

75%

of successful digital strategies will be built by those who master AI and data analytics in the financial industry by 2025 [3].

A cloud-based, AI-powered communications platform can be central to a financial institution's transformation, enabling more intelligent, connected experiences that meet expectations and help attract and retain customers. By combining contact center, video conferencing, phone, messaging, and other digital channels into a single cloud-based solution, financial institutions can drastically simplify operations, leading to increases in productivity, efficiency, and even security.

Banks, credit unions, insurance carriers and agencies, investment and wealth management firms, and mortgage lending institutions alike can benefit from enhanced communications to streamline internal and external communications and workflows. This ebook explores how financial institutions can use an AI-powered communications platform to:

- Meet increasingly high customer expectations
- Acquire customers and grow revenue
- Improve agent productivity
- Achieve operational savings and efficiencies
- Streamline compliance
- Protect against fraud

Meet increasingly high customer expectations

When customers communicate with their bank, credit union, financial advisor, mortgage broker, or insurance agent, they usually need answers or help fast. They expect 24 x 7 availability, on the channel of their choice. If they start on one channel and move to another, they want the shift to be personalized, smooth and seamless. Having to repeat basic information or answer the same question multiple times can leave customers frustrated and unsatisfied. One bad experience can have bottom-line consequences.

1 in 3

customers in a PwC survey said they will leave a brand after one bad experience; 92% will leave after two or three negative interactions[4].

60%

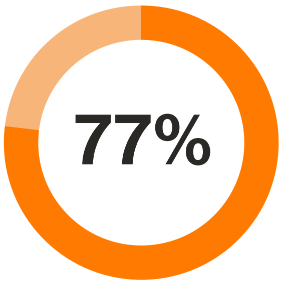
of companies increase their customer lifetime value through better CX[5].

90%

of financial service customers say the experience a company provides is as important as its products and services[6].

Financial institutions can use an AI-powered communications platform to streamline and enhance interactions to create exceptional experiences that satisfy customers and keep them coming back.

Enable seamless omnichannel engagement



of financial services firms believe AI will be the primary way they interact with customers within five years[7].

A modern communications platform makes it easy for financial institutions to interact with customers 24x7 in the channel of their choice. It can enable easy escalations to richer communication channels, such as calls or video, when needed, offering robust routing capabilities that help connect customers to the first/best available agent for their needs. If a customer switches channels, for instance from chat to a call, that switch is seamless. When an agent or advisor joins the call, they have a full transcript and summary of the interaction in front of them, so they can pick up right where the last channel left off.

Enhance self-service

of customers prefer self-service over speaking to a representative

of consumers plan to use generative AI to answer financial questions[8]

of customers say they are satisfied with GenAI virtual assistants[9]

trust generative AI to assist them with financial planning[10]

Increasingly, customers prefer to get answers to their questions and resolve simple problems without having to involve a human at all. Financial institutions can use AI-powered intelligent virtual responses (IVRs) or assistants (IVAs) on their digital channels – portal, web site, etc. – to quickly address a wide range of customer questions and issues, increasing the speed and convenience of service. IVRs/IVAs can also reduce overall call loads and wait times, reserving precious agent and advisor resources to help customers navigate more complicated financial issues. With the ability to pull and analyze information from an institution's documents, knowledge bases, and past interactions, the AI can tailor responses to offer more satisfying outcomes. Self-learning capabilities further keep responses current and make ongoing management minimal.

Improve the relevancy of responses

73%

of customers trust content written by generative AI[11]

In addition to improving IVR/IVA capabilities, AI can provide insights and recommendations that help live agents respond more effectively to customer inquiries. Based on analysis of current and past interactions, as well as company documents, websites, and knowledge bases, the AI can suggest information or next-best steps to help the agent or advisor personalize service and increase first contact resolutions.

Understand customer sentiment to build stronger relationships

69%

of banks are already using AI for data analysis and improving customer service.[12]

AI can analyze interactions to determine the emotional state of the customer, so agents can adapt their approach in real-time to respond more appropriately. Agents can meet clients where they are, whether they are happy, angry, worried, or frustrated, and work to provide them what they need to create an empathetic and positive experience.

Ensure experiences are always optimized

Financial institutions can connect a modern communications platform to existing tools to further enhance service delivery and experiences. For instance, an integration with a customer relationship management (CRM) system can enable agents or advisors to greet customers by name and help them determine what is next.

Acquire customers and grow revenues

When customers are shopping for a financial product or service it's usually because they need it, either immediately or in the very near future. Financial institutions need to make it as easy as possible for customers to find and sign up for a new service or open a new account on any channel. An AI-powered communications platform that helps customers make a quick decision can help financial institutions capture the business.

$140 billion

value for the banking industry is what AI technologies are estimated to generate by 2030.[13]

Increase up-sell and cross-sell

$1 trillion

is the business value that AI is expected to drive in banking and related financial services by 2030.[14]

38%

is the potential AI has to increase average profits in the banking and insurance sector by 2035.[15]

An AI-powered communications platform can help make the experience of opening a new account or adding a new product or service omnichannel, quick, and seamless. Questions or inquiries can be quickly answered or routed to the correct resource to give customers all the information they need to make decisions fast.

AI can monitor interactions and identify opportunities in real-time for chatbots, agents, or advisors to introduce new or additional services that might fit the customer's requirements. Also, when a new product is introduced, AI can support customer facing employees to bring up the new product information quickly and seamlessly.

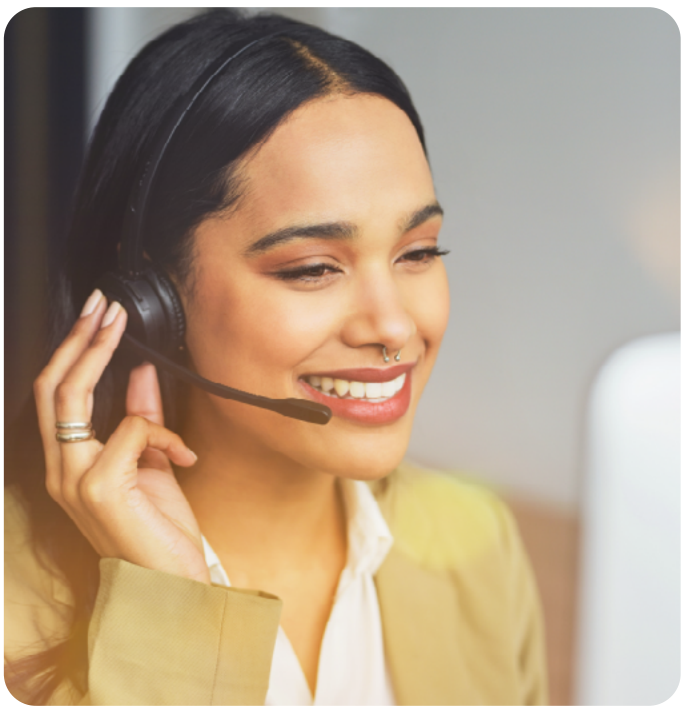
Financial institutions can further mine communications to identify key words or situations that could trigger new customer needs. Institutions can use these insights to better anticipate and proactively make offers to drive up-sell and cross-sell revenue.

Interaction scoring can help supervisors identify additional opportunities to help agents generate revenue. Institutions can tailor training or provide actionable feedback and recommendations that will improve an agent's ability to identify when, what, and how to offer customers new products and services.

CHAPTER 3

Improve agent productivity

When financial services employees have to use different tools in different channels – voice, video, messaging, etc. – to communicate with clients or collaborate with peers, productivity takes a hit and general engagement suffers.



1,200

times a day is what an average user will toggle between different applications and websites in a day, with each switch costing a little over two seconds in lost productivity (approximately four hours a week).[16]

10% to 15%

is the estimated employee productivity loss due to a disconnected communications ecosystem.[17]

88%

of employees say that disjointed communications apps negatively impact workflow.[18]

A single, AI-powered communications platform eliminates communication silos and inefficiencies, enabling financial institutions to do more with less and create satisfactory experiences for everyone.

Establish a single repository to view all interactions

A modern communications platform can provide financial institutions with a single interface to access all client digital and voice interactions, saving client-facing employees 3-4 hours a week, while enhancing their ability to personalize service for clients.

Automate workflows

AI-powered solutions can automate routine tasks and provide real-time analytics to help agents or advisors focus on what they do best— delivering personalized advice and service and building client relationships.

AI-powered notetaking transcribes conversations in real-time to ensure no detail is missed and there is a complete record of all interactions. This not only reduces the burden on agents and advisors, but also ultimately simplifies compliance efforts. Automated summaries, task lists, prompts for next steps, reminders, and emails can also help agents maintain momentum and keep relationships on track.

Impacts of unified communications and collaboration tools in Financial Services[19]

5x

better performance than companies that do not use collaboration tools

27%

increase in company sales

41%

increase in customer satisfaction

36%

more productivity

30%

more innovation

17%

more job and workplace culture satisfaction

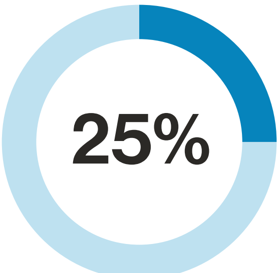
> " With RingCentral, we can now record every member call, no matter where our agents are,and automatically store the recording securely in the cloud."[20]
>
> – Turhan Hunt, VP of Member Services at Altura Credit Union

Streamline quality management workflows

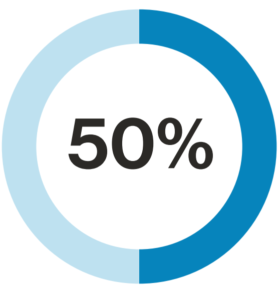
AI can analyze all the interactions of a financial institution and identify potential issues or gaps in service coverage or knowledge that are impacting experiences. Supervisors can use these insights to improve scheduling and routing of resources – AI can learn and automate these adaptations going forward.

Assist agents

AI can also offer agents real-time guidance and recommendations on information and next steps, based on analysis of the client's current inquiry and actions, as well as past communications and other relevant documents, websites, and knowledge bases, to deliver more satisfying interactions and increase first contact resolutions. In addition, valuable insights into client sentiment and preferences help agents understand and meet customers where they are in their service journey.



increase in decision-making speed was seen by asset managers using AI for investment decisions.[21]



increase in productivity was seen when advanced AI systems were used to help asset managers.[22]

Enable hybrid work

A cloud-based platform keeps agents and advisors connected and productive from anywhere. It provides the communications tools and interaction records and insights they need to collaborate with colleagues and service clients remotely, while maintaining security and compliance.

> "People are not tethered to their desks and they are absolutely more efficient. They could be working from home or meeting clients where the clients want to meet. And everything is recorded centrally."[23]
>
> – Sean Lam, COO and CTO of UK investment management firm Walker Crips.

Keep improving performance

AI can track keywords and triggers to better understand interactions and find ways to improve service with each call. AI can also provide coaching tips to help agents improve performance.

Supervisors can leverage AI to automatically review all interactions and streamline quality management workflows to better manage the activity of their teams. The AI can also proactively alert supervisors to interactions that may require their attention.

By looking at transcripts and summaries, supervisors can quickly assess the situation and determine the best intervention strategy to support both the customer and agent more effectively. The AI can also generate personalized coaching suggestions to help supervisors work with their team to address any issues or knowledge gaps.

Achieve operational savings and efficiencies

IT can spend most of their time just keeping the lights on, with very little left to dedicate to innovative, value-add projects. Purchasing, managing, and maintaining point solutions for different channels can quickly consume time and budget. Worse, it can create data silos, security challenges, and disconnected, fragmented experiences for users as they move from one channel to the next. Add all the integrations to back-end systems that are needed to create productive workflows, and it's easy to see how cumbersome and complex it can be for IT to just manage the financial institution's communications infrastructure.

Simplify the communications infrastructure with a unified solution

22%

is the average revenue growth financial institutions saw from implementing UC+CC.[24]

A cloud-based, AI-powered communications platform that can combine phone, messaging, video conferencing, texting, and contact center into a single solution can radically simplify and reduce the costs of a financial institution's operations. A Unified Communications (UC) and Contact Center (CC) platform can make it easy for IT to scale communications, allowing users to interact and collaborate with any device, from anywhere, to support seamless experiences in and between all channels.

"With RingCentral, we've reduced our costs by 50% by removing dormant phone numbers and getting our expenses for toll-free and long-distance charges back under control. That's delivering significant savings."[25]

– Mike Ackroyd, CIO at SCM Insurance Services in Canada

20% to 25%

is the expected cost reduction enabled by AI in the financial industry.[26]

>25%

is the reduction in operational costs seen in finance due to AI-driven process automation.[27]

Power automation

AI can be used to automate communication workflows, eliminating the burden that manual time-consuming processes can place on agents and advisors. Transcription, call summaries, task list creation, email generation, and reminders can all be done automatically to keep interactions on track and progressing. In addition, platforms that can easily integrate with existing business applications, either out-of-the-box or via easy-to-use APIs and SDKs, can further streamline communication workflows and simplify ongoing management and maintenance.

Streamline compliance

Adapting to the rapidly evolving regulatory landscape is increasingly difficult and costly for financial institutions to achieve. Distributed operations, due to remote and hybrid work, coupled with client expectations to interact via a variety of channels, adds to the complexity of handling and securing sensitive communications data. Non-compliance can result in business disruptions, regulatory fines, and reputational damage.

"For an account manager, one of the primary responsibilities is to accurately document customer interactions in our CRM...The final record is uneditable, reflecting its importance, given that it is admissible in court. This aspect of our work is vital, yet it can be remarkably inconsistent across the industry. Different agents may document the same information in diverse ways, leading to potential confusion for anyone who later reviews these records. Occasionally, important notes are missed, resulting in significant issues. This is symptomatic of the insurance industry as a whole, which grapples with vast amounts of unstructured data. Allowing for quick edits and reviews before finalizing [with our RingCentral AI-powered communications platform] not only brings about consistency, but also saves an enormous amount of time."[28]

– Lee LeBaigue, Senior Vice President, InsuranceHub

Reduction in compliance costs has been seen by financial institutions using AI-driven compliance tools.[29]

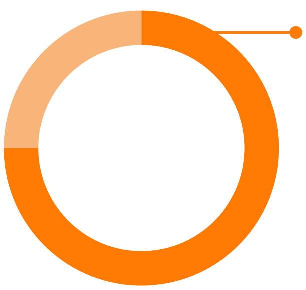
A unified, cloud-based AI-powered communications platform can support and simplify the compliance efforts of financial institutions. It can automate transcriptions of interactions to create a complete, immutable record that can be used in audits and legal proceedings. It can also be configured to streamline the recording, storage and archiving of these records in line with regulatory requirements that dictate where and for how long they must be kept.

Of course, the platform itself should be certified, so financial institutions can be confident communications and collaboration are secure, across locations and devices. A well-designed solution provides full visibility across the cloud infrastructure of the financial institution, allowing continuous evaluation of how assets could impact the institution's security and compliance posture to help them identify opportunities for improvement.

Typically, the platform will employ end-to-end encryption for internal and external interactions across channels, as well as support multi-factor authentication to help meet regulatory requirements and maintain the integrity and privacy of communications.

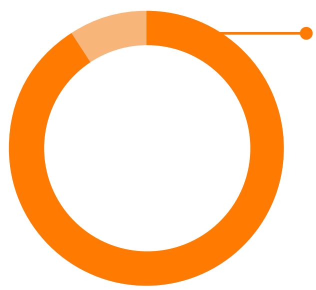
Protect against fraud

Fraud is an ever-present danger for the financial industry. Bad actors are increasingly using AI to perpetrate attacks, which means financial institutions need to also use AI to counteract their tactics.



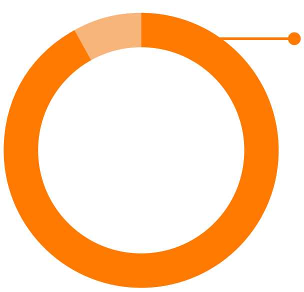
75%

of security professionals witnessed an increase in attacks over the past 12 months, with 85% attributing this rise to bad actors using generative AI.[30]



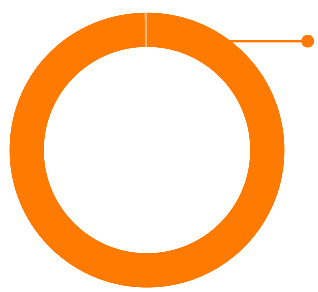
91%

of financial institutions that have used predictive AI in fraud detection or back-office functions.[31]



92%

of respondents to a banking survey said they are already using or plan to use AI for security and fraud mitigation.[32]



99%

is the potential reduction that banks that invest in AI could see in false positives for credit card fraud detection.[33]

The role that communications can play in helping to identify and address fraud can sometimes be overlooked. A modern platform will bring communications into the fold, helping financial institutions safeguard their data and protect against fraud.

Understand where there are data risks

Platforms that use AI, natural language processing (NLP), and deep learning can give financial institutions real-time visibility into when and where sensitive data is being disclosed during interactions to allow financial institutions to be proactive. For example, if someone puts an account number in an SMS text, the bank could receive an alert that personally identifiable information (PII) is being exposed and take action to safeguard that information.

Use analytics to spot suspicious activity

AI-powered analytics can be used to identify suspicious, fraudulent behaviors. For instance, AI can analyze current and past interactions to uncover changes in a customer's behavior that could indicate their account has been compromised and is being used by an attacker, in an account takeover (ATO) attack. Platforms that are easily integrated into a financial institution's security infrastructure, can share these insights to trigger preventative responses, such as halting a transaction, initiating a multi-factor authentication (MFA) verification, or putting an account on hold.

of respondents to a recent survey reported an increase in the frequency of callers attempting to commit fraud, with websites and contact centers accounting for 56 percent of communication channels used for account takeover attempts in financial services.[34]

Ensure the platform itself is safeguarded

The best AI-powered platforms are equipped with robust security and fraud detection technology to protect the privacy and integrity of the cloud-based communications infrastructure. A platform will typically employ end-to-end encryption for internal and external interactions across channels, as well as support multi-factor authentication and strict access controls and usage policies to protect against threats. Additional capabilities, such as RingCentral's usage throttling, can help prevent toll fraud and other attacks.

Relieve the burden on customers

Modern communications platforms should also make it easy for clients to report and resolve a fraud concern through the channel of their choice.

To get started

Financial institutions can create intelligent, connected effortless experiences with RingCentral's AI-powered communications platform to improve satisfaction, productivity, and growth. To get started, please contact a sales representative.

For more information, please contact a sales representative.
Visit ringcentral.com or call 877-596-2939.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide. Visit ringcentral.com to learn more.

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