

Personalized Banking at Scale: Speed up the Ability to Talk With and Listen to Customers

Financial Services Industry



Financial services institutions are highly motivated to retain existing customers, increase financial product upsell and conversion for new potential customers and simplify the management of accounts and services. According to Gartner (June 2018), the banking and fintech industry have the most volume of inquiries around conversational artificial intelligence (AI) at 23%. Banks in particular are actively planning for conversational interactions as part their business model. In fact, 46% of banking CIO's see a significant threat to their business from digital disruption if they do not succeed with meeting customer expectations with personalized digital experiences (Gartner, Digital Business Transformation in Banking).

SmartBotHub's conversational engagement platform creates personalized and useful interactions based on each visitor's unique intentions and objectives. This makes it possible to reduce the operating costs of customer interactions and to solve tough challenges and unearth new opportunities at the same time. With SmartBotHub you can tap into the 32% of digital channel banking customers that would switch their bank if a better digital experience were available (B3 Banking Technology).

With SmartBotHub, financial services institutions including banks, credit unions, savings and loans associations, brokerage firms, investment banks, insurance companies, and mortgage companies can offer an intuitive and always on support experience with access to frequent inquiries about accounts, services and easy form completion for transactions.

INDUSTRY

Financial Services

REGION

Global

BUSINESS IMPACT

Banks, credit unions, savings and loans associations, brokerage firms, investment banks, brokerage firms, insurance companies, and mortgage companies can offer an intuitive and always on support experience.

- Achieve a “first relationship” advantage – consumers (48% of the time) give all their banking business to the bank who provides an “advisor” relationship. A bank with the best “advisor BOT” can attract more business. (FIS Global 2018, PACE Findings – Performance against customer expectations)
- Connect with the estimated 2.71 billion smartphone users worldwide in 2019 and the 90% of Millennials who prefer messaging and self-service over human interaction
- Overcome the fact that on average, 40% of online visitors can't find their own product or service information and ensure you deliver an effective self-service experience

SmartBotHub's user experience is unlike existing web and mobile applications, which require an understanding of how to navigate them to get answers and do not offer proactive suggestions. SmartBotHub intelligently translates each user's intent, as expressed through their own language, to determine how best to get them what they need. Capturing the user's intent is what ensures the interaction successfully and quickly delivers answers.

SmartBotHub can be deployed where you want, which includes on-premise and cloud hosted options to address the security and privacy policies of insurance companies.

SmartBotHub Conversational Platform Core Capabilities



Integrated

SmartBotHub becomes an intelligent frontend to all your existing and future systems to unlock the services and customer data they hold and use it to interact meaningfully with users.



Fast

SmartBotHub enables your team to evolve at the speed of digital by eliminating the need for IT resources to deploy the applications and leveraging easy configuration capabilities which anyone can use to enable efficient interactions for users.



Personalized

SmartBotHub simplifies how customers approach your company by taking away the friction typically associated with providing digital interactions and delivering the information users want.

What Secure BOTs Can Do 24x7

Open a new account

Update billing and contact information

Check balances and credit

Shop for different services and options

Make a payment

Promote new services

Facilitate person-to-person (P2P) payments

Deliver intelligent advisory services

Schedule an appointment or call

Secure conversational transactions using a Blockchain framework

Solve Tough Challenges and Unearth New Opportunities

SmartBotHub can have a profound impact on your ability to address the ongoing challenges of delivering effective online interactions and monetize them.

Increase customer conversions through more engaged financial advisory services

- Create interactions which are highly personalized and intelligent
- Provide contextual finance guidance based on the user's ask and intent
- Deliver intuitive forms with relevant suggestions and financial product offers

10x INCREASE IN CUSTOMER CONVERSIONS

Reduce support costs through intuitive self-service

- Allow more customers to be served any time of the day and night
- Handle many first- and second-level questions without needing a live person
- Delight users with actionable insights based on their accounts, profile and transaction

50% REDUCTION IN CALL CENTER VOLUME

Increase customer retention and satisfaction

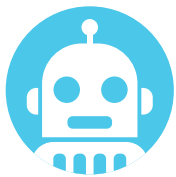
- Build trust by being available 24x7
- Improve customer satisfaction with immediate responses and processing
- Streamline the workflow with handoffs to next steps or live operators with full context

59% INCREASE IN CUSTOMER RETENTION

Reduce friction across channels

- Automate processes to increase consistency and enforce your brand standards
- Enable predictable and repeatable engagement for customers across all subsidiaries
- Improve a partner's ability to effectively engage customers and promote new offerings

6 WEEKS TIME-TO-VALUE & TO REALIZE BENEFITS



Experience You Can Put to Work

70+ BOTs Ready to Get You Started

SmartBotHub has already tackled countless use cases in the wild across the healthcare, insurance, financial services, automotive, telecommunications, education and retail industries. We make these BOTs available to help our customers get started quickly and realize the power of a conversational engagement platform.

Get Started Today

Call us today for a demo and to discuss how SmartBotHub can help speed up your ability to talk with and listen to customers.

 **+1.425.242.3786**

About SmartBotHub

SmartBotHub enables enterprises to create compelling (chat) message (bot) automated transactions for customers and employees enabling businesses to move faster and provide "always on" services. SmartBotHub is an omnichannel, highly agile platform that connects enterprise applications and services allowing companies to create compelling and easy-to-use chatbot experiences for their customers. The management team has over 11 years of sophisticated UI/UX design and deployment experience for millions of Fortune 500 end users.

COPYRIGHT ©2018 SMARTBOTHUB