


Today's banking customers want more.

Banks are cashing in on better customer experience with automation. Here are three ways banks are putting AI-powered automation to work to deliver better customer experiences.



 **On-demand answers and support**

 **Seamless and consistent experiences across channels**

 **Personalized interactions based on their needs and preferences**

On-demand answers and support

Something magical happens when you give customers the tools to help themselves. AI-powered automation can give banking customers faster access to the support they need—and help limit calls to contact centers. Satisfaction goes up, costs go down, revenue increases. Everyone wins.



50%

Potential reduction in the volume of human-served contacts with generative AI

Source: McKinsey

60%

Percentage of US consumers who prefer automated self-service for simple customer service tasks

Source: Fool.com

Sample use cases | Account setup | Fee waivers | New fraud claims

Seamless and consistent experiences across channels

A bank's contact center agents can spend a lot of time wrangling different systems and chasing down data—time that takes away from working with customers. Automation can bridge the gaps between systems and deliver the right information at the right time, so agents can focus on making customers happy—which helps drive higher revenue. It's a virtuous circle.

89%

of full-time workers are more satisfied with their job due to automation

Source: Salesforce.com

25%

reduction in agent attrition and requests to speak with a manager, driven by generative AI

Source: McKinsey



Sample use cases | Fee waivers | Balance inquiries | Payment status

Personalized interactions based on their needs and preferences

Processes the customer never sees can be just as critical to a great experience as a knowledgeable agent or great app. And automation is the "secret sauce" banks can use to make those processes more efficient and reliable.



20%

Higher customer satisfaction, sales conversion rates, and employee engagement resulting from successful personalization initiatives

Source: McKinsey.com

Sample use cases | Limit changes | Account credentialing | Commission updates

Want the full story?

Check out our new e-book
Customer experience in Banking: How AI-powered automation transforms the customer experience

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