

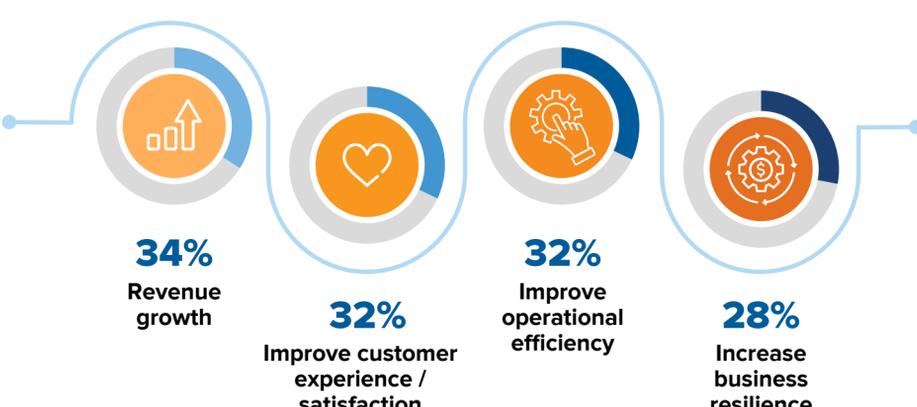


# 4 Keys to Delivering Empathy at Scale in Financial Services

Providing empathy during the entire customer journey requires the ability to gather, analyze, and integrate large amounts of data into the customer experience, whether digital or in person.

## Top Business Priorities for Financial Services

Improving customer experience and satisfaction is a critically important investment priority for financial service executives.



Source: IDC's Future Enterprise Resiliency and Spending Survey, 2021

## Putting Customer's Needs at the Center

Financial institutions must strive for first-contact resolution for digital and human channels.

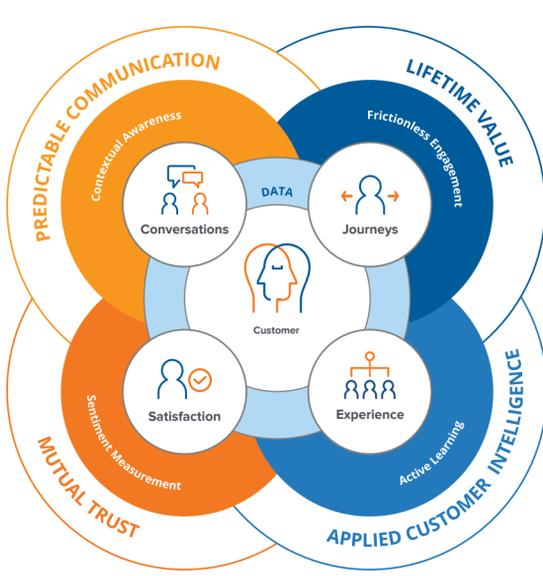


**71%** of customers age 54 and under try self-service first. Digital usage will only increase over time.

Source: IDC Financial Insights Consumer Banking Channel Preference Survey, July 2021

## Building Empathetic Banking Experiences

To engage digital-first customers and deliver empathy at scale, banks need to focus on these four key areas.



Source: IDC Financial Insights, 2022



**Predictable Communications and Contextual Awareness**  
Create a continual flow with real-time contextual awareness during customer inquiry and engagements.

**Lifetime Value and Frictionless Engagement**  
Less transactional and more personalized advice and contextual guidance for customers' immediate financial needs.



## Make Customer Engagement a Strategic Priority

Innovation comes from leveraging data, creating innovative, digital-first experiences and utilizing modern technology.



**Customer Intelligence**  
Intelligent personalization with consistent experiences using data.



**Product Innovation**  
Modern solutions using open APIs for agility and speed to market.



**Orchestrating Customer Intelligence and Product Innovation**  
Coordinating cross-channel conversations with customer, evolving from multichannel to omni-channel.



**Artificial Intelligence**  
Intelligent personalization with consistent experiences using data.

### Message from the Sponsor

Smart Communications enables banks and other financial institutions to address these challenges by delivering digital-first, two-way personalized conversations with customers and partners.

[Learn more about Smart Communications in Financial Services](#)