

Elevating Member Experience:

Automate the Mundane &
Personalize the human interaction

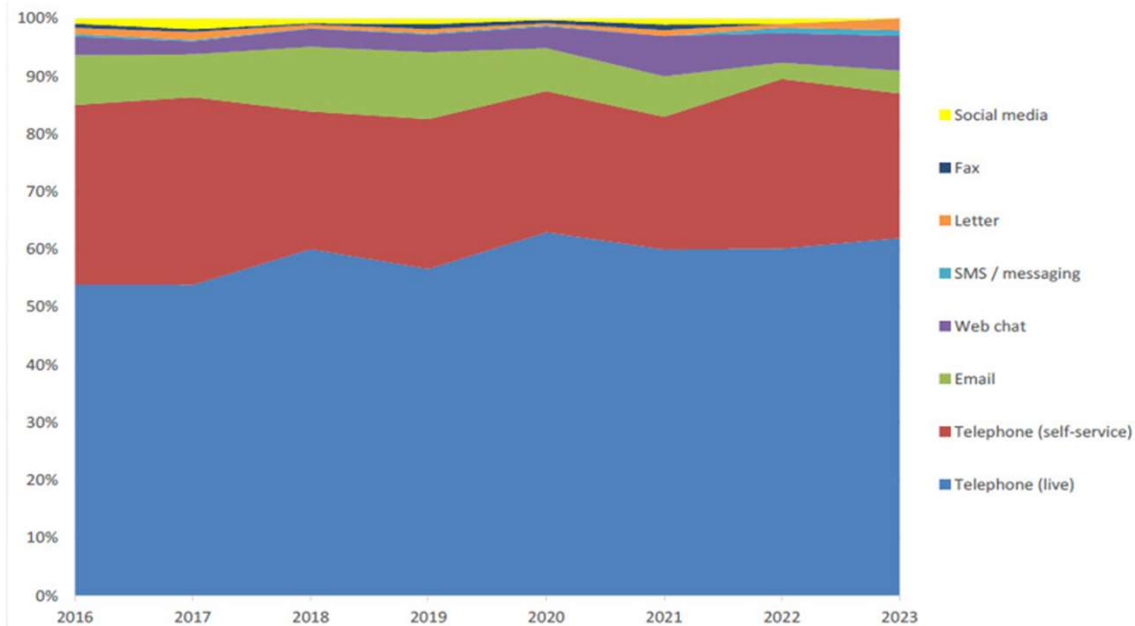


Agenda

- Introduction
- Current State of Customer/ Member Service
- Challenges Facing Credit Unions
- AI & The Role it can play
- Q & A

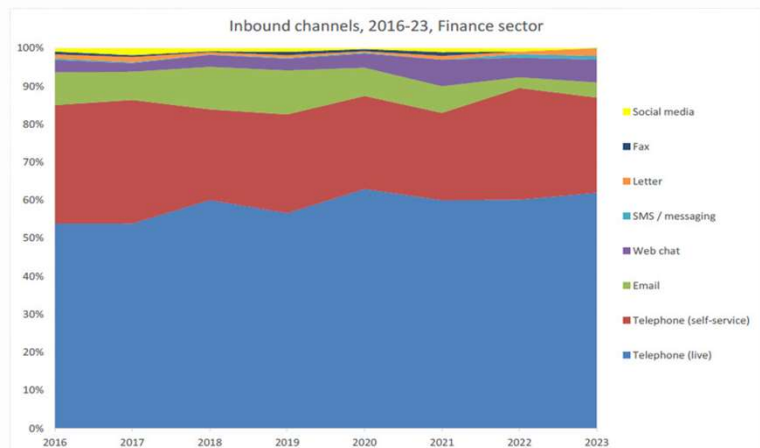


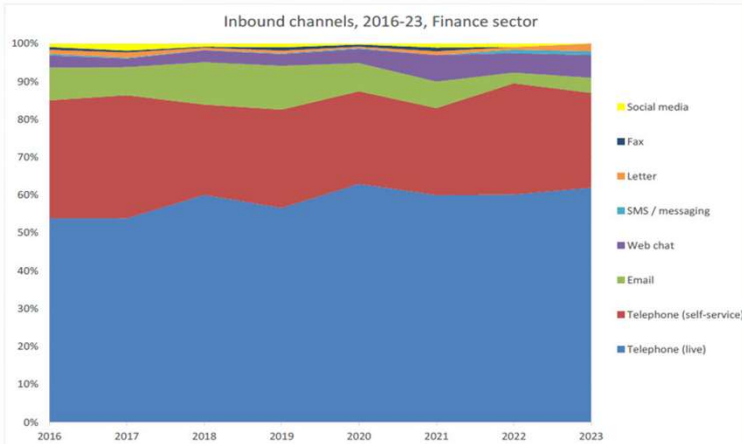
Inbound channels, 2016-23, Finance sector



The preferred communication methods vary significantly by industry, particularly for banks and credit unions. Here are some insights specific to those sectors:

- 1.Phone Calls:** For banks and credit unions, phone communication remains a top choice, with about 60-70% of consumers preferring to speak with a representative for inquiries about sensitive information, such as account details or fraud concerns.
- 2.Online Banking Messaging:** Many customers, especially millennials and Gen Z, increasingly use secure messaging features within online banking platforms, with approximately 40% favoring this method for non-urgent inquiries.
- 3.Email:** Email is still popular for banks, with around 50% of consumers preferring it for communication about services, offers, or questions that don't require immediate attention.





4. **Live Chat:** Live chat is gaining traction in the financial sector, with about **35-40% of consumers appreciating the immediacy it offers**, particularly for simple inquiries like checking balances or finding locations.

5. **Mobile Apps:** Many banks and credit unions are seeing a rise in communication via their mobile apps, with around **30% of consumers using in-app messaging or chat features** for support.

6. **Social Media:** While not the primary channel, about 20-25% of consumers engage with banks and credit unions via social media, typically for brand interaction or customer service inquiries.

7. **Self-Service Options:** Financial institutions have a high demand for self-service resources, with around **65-75% of consumers preferring** to resolve simple issues or FAQs through **online resources**.

How Customers Interact is Changing

Digital

Flexible

Independent

58% Online chat adoption

38% Mobile/SMS message

37% Twitter
(Forrester)

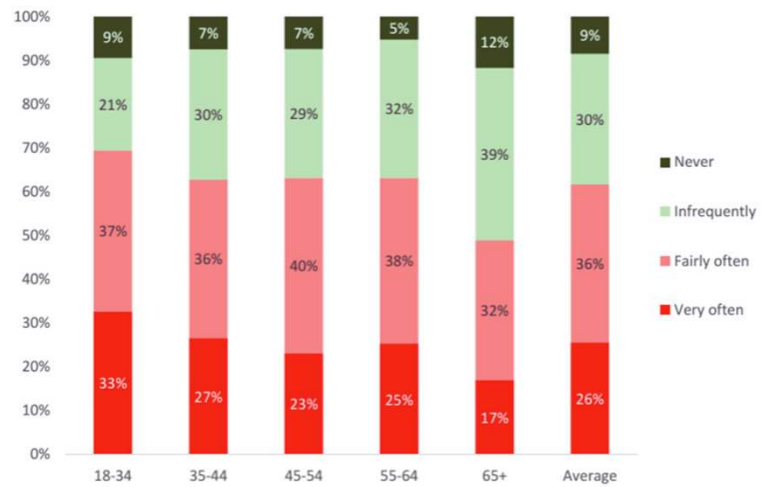
74%

of consumers use three or more channels for customer interactions
(Ovum)

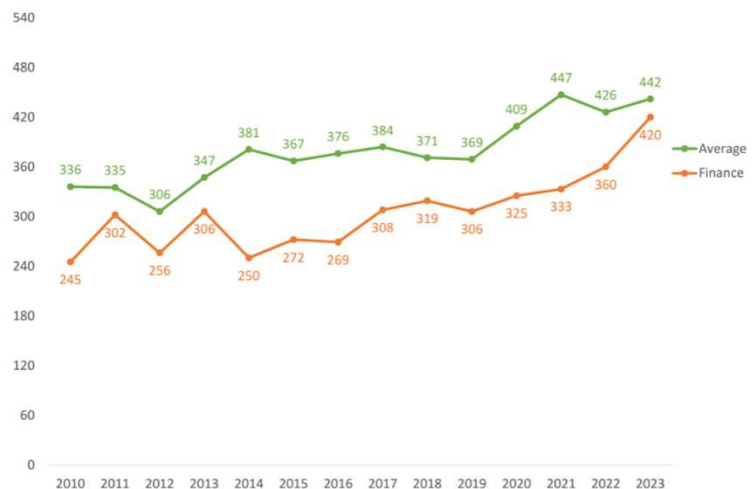
76%

Increase in web self-service
(Forrester)

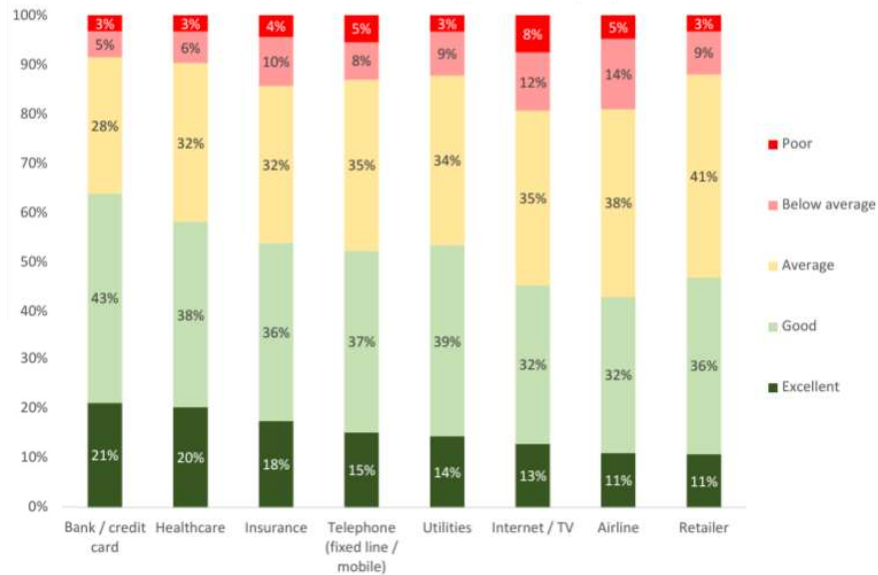
• Customer Issue: “I’m only calling because I tried to solve my issue online but couldn’t” (by age range)



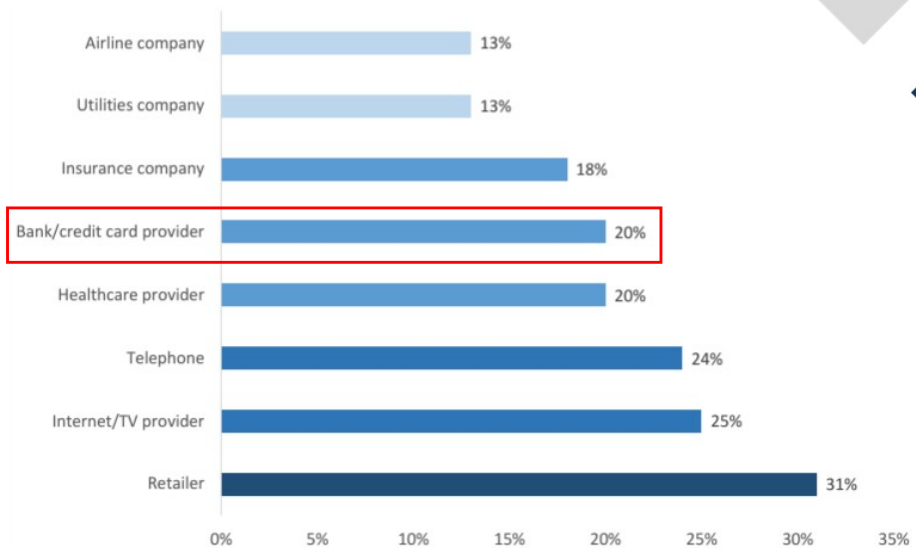
Average Service call duration, Finance vs industry average, 2010-2023



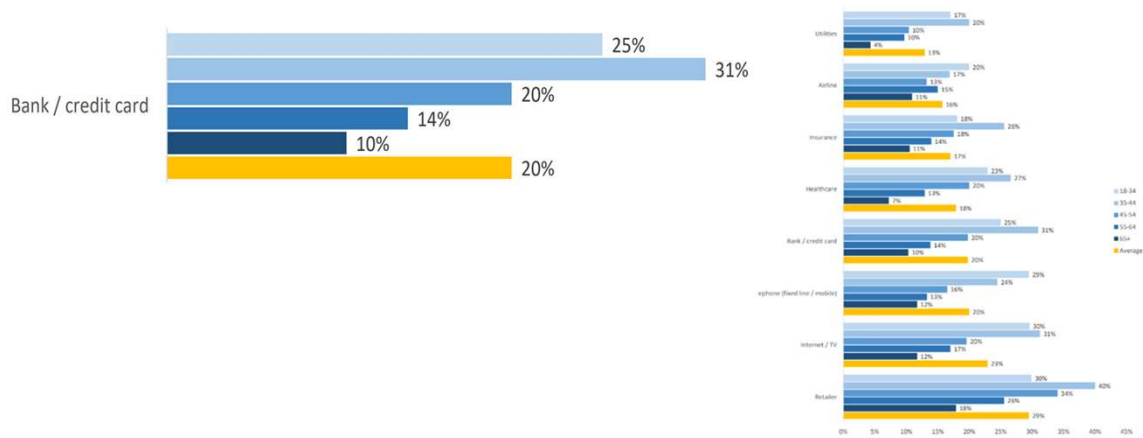
How would you rate the general level of Customer service that you receive from these types of companies?



In the past year, have you left any of these types of companies, or decided not to use them because of poor customer experience?



In the past year, have you left any of these types of companies, or decided not to use them because of poor customer experience? (by age Range)



Challenges You are Facing

Through detailed analysis of surveys with hundreds of US contact centers ContactBabel has identified five significant concerns and issues that are found in many financial services customer contact operations:

- Excessive call lengths impact cost and service
- The need to comply with industry regulations
- Improving customer personalization
- Managing fraud risks while maintaining member experience
- Reducing unnecessary calls through superior self-service and digital interactions.

Some Key AI Terms

- **Chatbot:** An AI-driven software application that simulates human conversation through text or voice, often used to handle customer inquiries and provide support.
- **Generative AI:** Refers to a category of artificial intelligence that can create new content, such as text, images, music, or videos, based on the data they have been trained on. These systems use models, often based on neural networks, to generate outputs that mimic human-like creativity and can produce ideas or solutions.
- **Natural Language Processing (NLP):** A technology that allows computers to understand, interpret, and respond to human language, facilitating better interactions in chatbots and voice systems.
- **Large Language Model (LLM):** Is a type of artificial intelligence (AI) that can understand, process, and generate human language.
- **Sentiment Analysis:** A technique used to determine the emotional tone behind a series of words, helping contact centers assess customer satisfaction and identify areas for improvement.
- **Speech Recognition:** A technology that enables computers to identify and process human speech, allowing for automated responses and transcriptions in voice interactions.
- **Agent Assist:** AI tools that provide real-time support to customer service agents by suggesting responses, accessing relevant information, and streamlining workflows.
- **Voice Biometrics:** A security technology that uses unique voice characteristics to verify the identity of a caller, enhancing authentication processes in contact centers.

Finance contact centers: use of technology, 2023 & 2027



Most consumers find customer service bots **frustrating**. However, most consumers **love** the experience of **ChatGPT**. Both are **chatbots**, so what's the **difference**?



The old chatbot paradigm

Traditional chatbots are intent-based

1

Inflexible

- Predefined rules and inputs
- Struggles to understand underlying concept

2

Difficult to manage

- Requires technical mindset, costly+lengthy projects
- Need to think of every way a question can be asked

3

Minimal business impact

- Less than 10% containment rate
- Reduced CSAT - consumer frustration



Mia

Hello, I'm Mia, your virtual assistant. For your protection, please do not input any personal account information unless using our secure form. How may I help you today?

- Transfer Money
- Get Balance
- Locate Branch
- Make Loan Payment
- P2P Payment
- Send Secure Message
- Get Transactions



Message...



Chatbots have changed

The new recipe is GenAI + Knowledgebase

1

Flexible

- Understands underlying meaning of customer request
- Multi-lingual, conversational experience

2

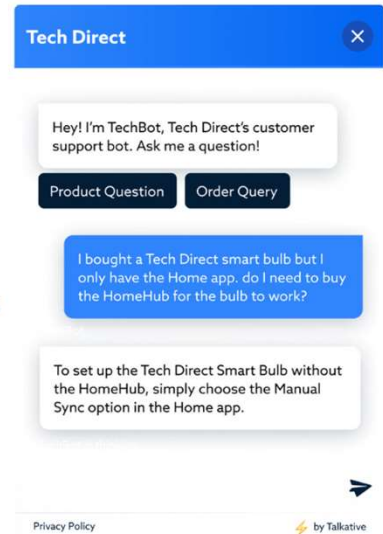
Easy to manage

- Just upload your knowledgebase, get started in minutes
- No conversation design required

3

Significant business impact

- 40-60% containment rate
- Increased CSAT, available 24/7



GenAI chatbot advantages

- Can transfer to a live agent queue
- Can respond in any language (even binary, morse code, and emoji!)
- Quickly establish 50%+ containment rate
- Minimal set up (no pro service) and maintenance
- Potential to use standalone for guidance

GenAI-Enhanced Digital Channels

GenAI Triage

Easily deploy GenAI chatbots across web chat, SMS/WhatsApp, email, and voice, with an easy-to-use AI Knowledge management system

Enhanced Webchat

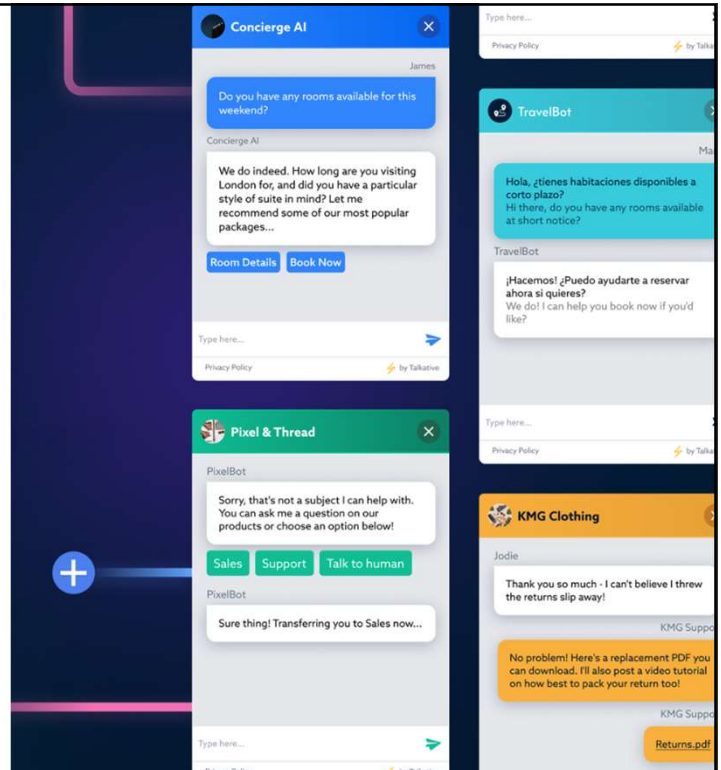
Highly flexible web chat widget, with enhanced agent handling tools such as translate and copilot

Digital Channels

Use web chat, video chat, co-browse/screenshot, inbound/outbound SMS, WhatsApp, and Messenger channels

Powerful Analytics

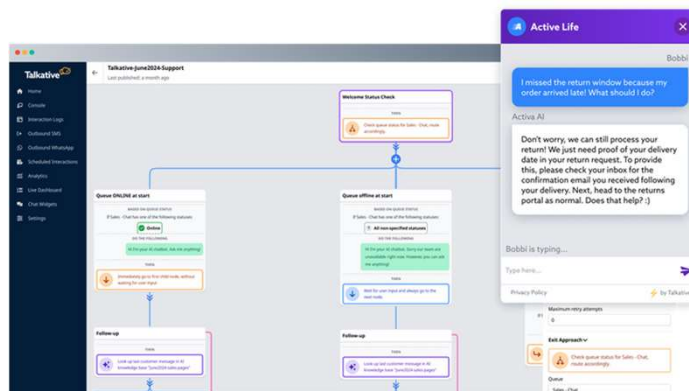
AI-powered real-time alerts, dashboards, and topic analysis based on all your interactions



AI Chatbot

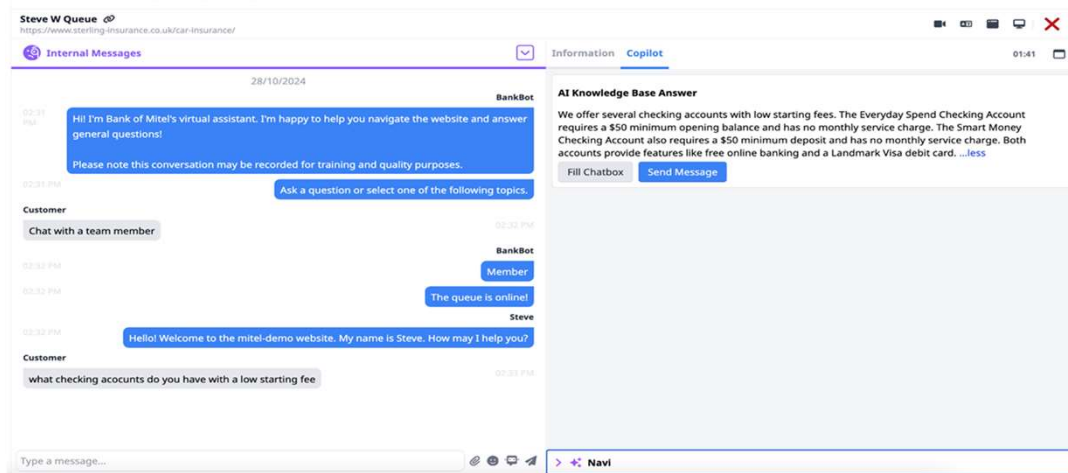
Intelligent automation powered by generative AI

Chatbots powered by generative AI and Large Language Models (LLMs), can automate up to 88% of customer queries with highly accurate and human-like responses. .

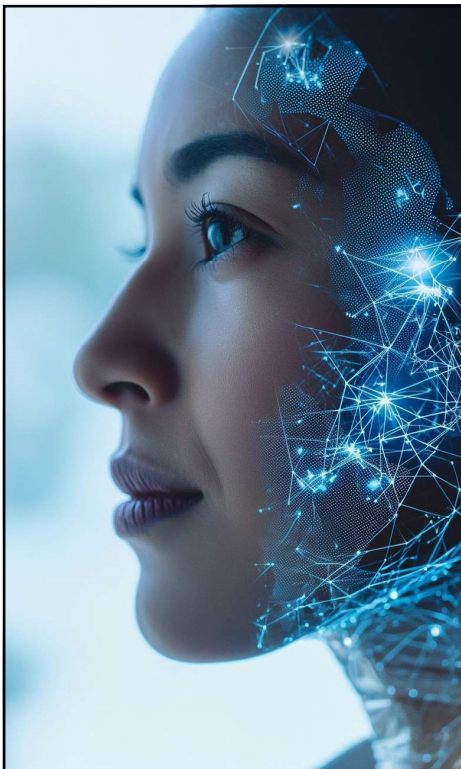


AI Live Chat

Real-Time agent chat support enhanced by AI = Agent Assist



AI-enhanced Live Chat empowers agents to perform better and faster with real-time response suggestions, next-step advice and an internal-facing chatbot.



Build your own virtual agents

- Simple, flexible, and secure
- Use a combination of GenAI messages or pre-written “intents”
- Rapid deployment using your Knowledge Base for responses
- Chatbot is smart enough to know when to transfer to a live agent automatically or via customer request
- Integrate into your CRM/API for actions e.g. “Has my Loan been approved?” lookups
- Seamlessly pivot to live assist with an agent
- The human agent sees the conversation between the customer and the virtual agent

Virtual Agents and Agent Assist deliver real business results

5–25%
Better containment



10–25%
Lower AHT

1%
ARPU lift

0.5%
Margin lift

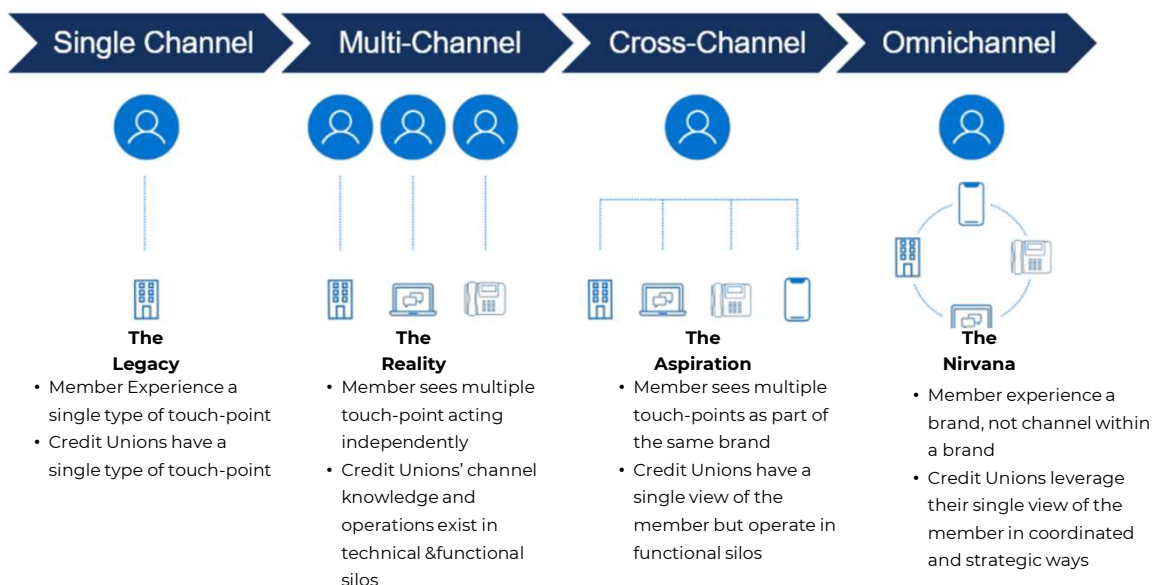
0.2%
Customer churn
reduction

5%
Agent churn
reduction

10%
Infrastructure cost
reduction

Estimated financial benefits of **\$5M – \$8M** over 5 years*

Where are you on the spectrum?



VOICE BIOMETRICS

- Between 8 & 17% of Call duration attributed to Member authentication
- Estimated to be 35-70 seconds
- Active Voice Biometrics can be reduced to 3 to 5 seconds
- Passive Voice Biometrics can be 10-15 seconds

Credit Unions have risks, but no insights from their Member Communications

Communication is being recorded to meet regulatory and quality demands. Typically, a sample of those communication records is then manually checked for quality and compliance.

- Limited coverage, typically only 2-3% of calls
- Random call selection, not related to a specific profile of calls
- No extraction of business insights from those calls
- Tedious, repetitive labor, prone to human error

97%

Quality / Compliance RISK

0%

Business Insights

**Grow
your
business**

Using AI to Enhance Customer Experience

- > Measure the script adherence of your agents
- > Identify calls with negative customer sentiment
- > Identify customers at risk of churn
- > Unearth inappropriate language and behavior
- > Auto-categorize calls
- > Provide automatic meeting summaries and extract action items

Use Case AI Data Analytics - Increase Process Efficiency

Transcription & translation

Speech-to-text conversion for documentation and archiving e.g., summarizing conversation content and saving as a note in the CRM - no more manual notes required! Provide an automatic meeting summary and extract action items etc.

Efficient search

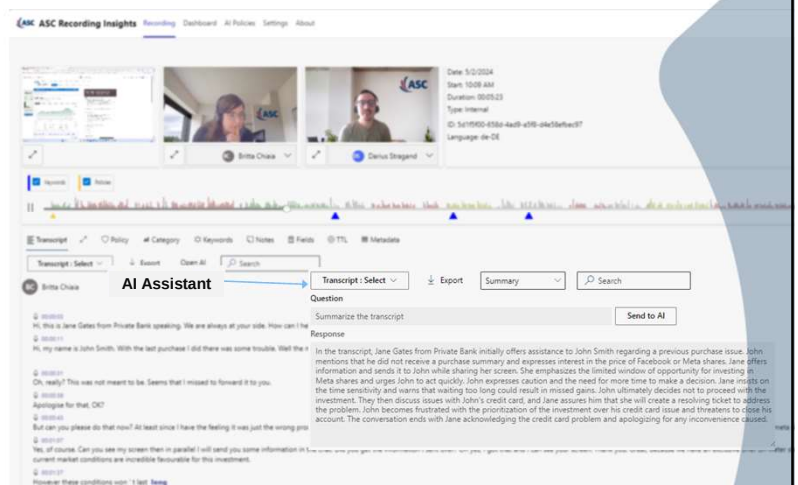
Find relevant calls within seconds. Eliminate manual searches. Search the transcript instead.

AI Assistant

Use the AI Assistant to quickly summarize the conversation, conversation's sentiment or ask individual questions.

Sentiment

Recognize critical communication that appear in the sentiment of customer interactions. Identify calls with negative customer sentiment.



Use Case AI Data Analytics - Gain Business Insights

AI-based categorization

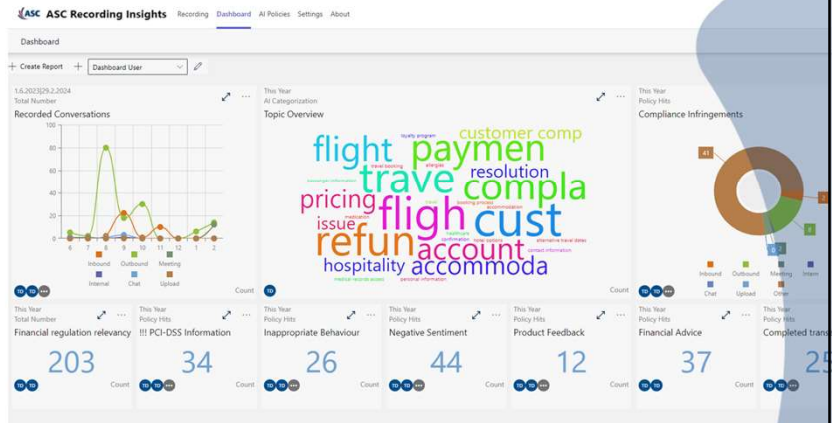
Recognize categories without prior definition. The categories are recognized by the AI and assigned to the conversation. Manage recognized categories by **adding** them as favorite, **ignoring** them, **merge** with others or **add** manual ones. Identify calls that contain personal data or sensitive information (PCI DSS e.g., credit cards etc.)

Gaining insights & identify trends

Categorization of conversations to identify trends and current developments at an early stage e.g., particularly popular stocks, payment methods, competitor analysis. Unearth inappropriate language and behavior.

Script adherence

Monitor every call and conversation. Accurately and quickly identify script issues. Recognize script refinement needs and find out how well agents adhere to their call scripts e.g., call openings, call closures etc.



**De-risk
your
business**

Applying AI to Truly Understand All Customer Communication

- > Validating that all disclaimers have been said
- > Auto-categorizing regulated (e.g., FCA, MiFID, Dodd Frank, HIPAA) vs. non-regulated calls
- > Identifying calls that contain personal data
- > Auto-categorizing calls with PCI-DSS sensitive information (e.g., credit cards)
- > Identifying customer complaints
- > Unearthing inappropriate consulting

Use Case AI Data Analytics - Ensure Compliance

Fraud detection

Avoidance of penalties and sanctions. Early detection of non-compliant processes. Automated analysis of all conversations

Compliance monitoring

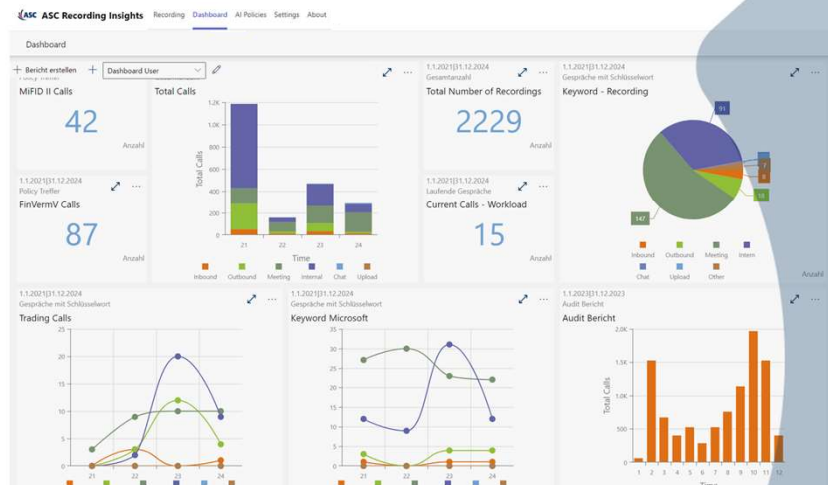
Monitoring compliance with internal and external requirements

Customer feedback

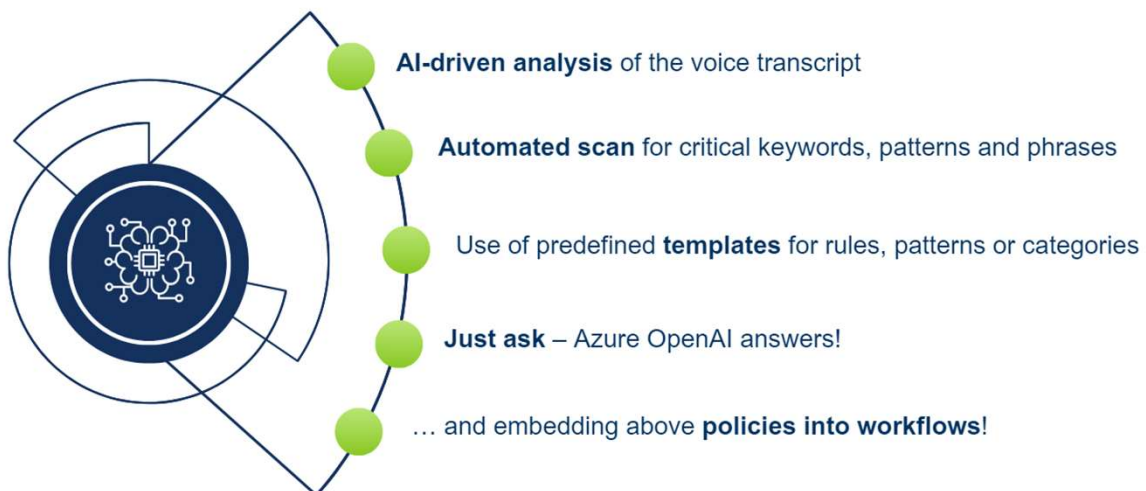
Take customer feedback into account with target filtering of customer feedback from all conversations.

Trend spotting

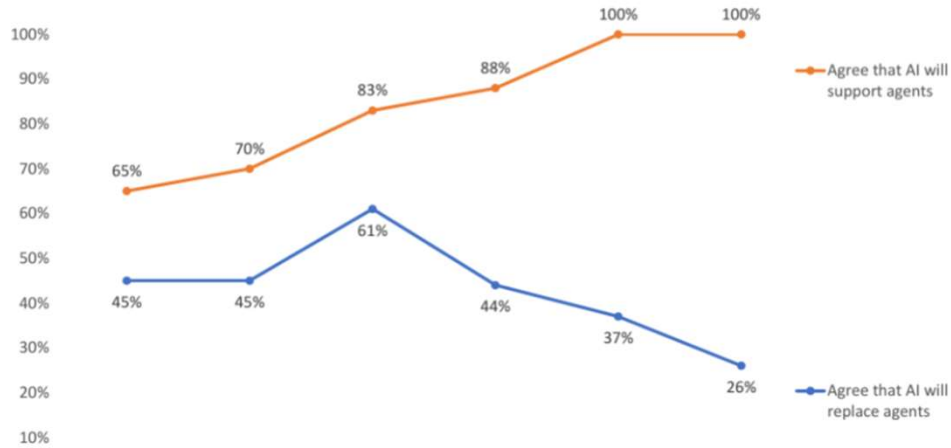
Use classification of all conversations to recognize trends and hot topics.



Recording Insights AI... Turns Communication Into Business Value



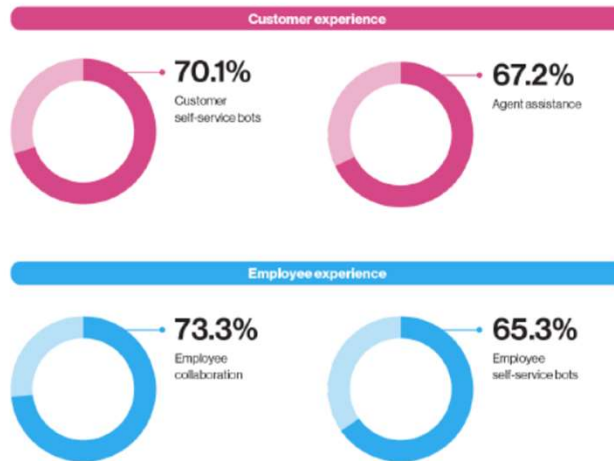
US Business Opinions on AI in the Contact Center



AI-Powered CX Business Outcomes



In 2024, most companies plan AI spending increases in the following areas:



Contact center agent reliance on technology will **evolve** over time

2025

Customer interactions are visualized

- Automation will remove the need for scripts and checklists
- Policies and procedures will be built into workflows and data analysis

2026

Human expertise is refocused

- Systems, data and tools will use Voice-of-the-Customer (VoC) to discover customer context
- Agents will use autogenerated recommendations to predict needs and engage customers

2027

Problem solving is individualized

- Agents will be assisted by chatbots that will sense and rely customer emotions, and complete simple transactions
- AI-powered issue maps will automate data-based decision making



Closing Q & A



THANK YOU



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