



Financial Services

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# Superior Customer Experiences Start with Digitalization and Advanced Technologies

Delivering a superior, curated customer experience across all touchpoints is an ongoing, yet profitable challenge for all businesses. For financial services companies, this means being able to see, integrate, and analyze all customer interactions, from ATM transactions to loan payments to calls to service reps. And all of those interactions and experiences are driven by data that's analyzed and synthesized to anticipate customer needs, improve customer journeys, and enable relationship-based pricing.

The current environment also requires companies to increase and scale their services, achieve service excellence, and standardize and streamline processes by:

- + Tracking customer cases efficiently
- + Sharing business intelligence and knowledge across the company
- + Automating workflows
- + Enabling sustainable operational cost savings
- + Accelerating digital transformation

Banks and other financial organizations that solve these pain points can gain new business, strengthen and elevate customer relationships, build loyalty, and enable new cross-sell and up-sell opportunities.



## SPENDING ON DIGITAL TRANSFORMATION

Worldwide spending on digital transformation will reach:



\$2.3 trillion in 2023



\$7.4 trillion in digital transformation investments from 2019 to 2023




17.1% compound annual growth in digital transformation spending from 2019 to 2023<sup>1</sup>



## **DIGITAL TRANSFORMATION MUST BE A TOP PRIORITY**

As financial companies tackle digital disruption, rapidly changing customer demographics, and evolving customer preferences, these trends also present new opportunities to transform the business and evolve to an Autonomous Digital Enterprise (ADE). ADE is a future state of business that focuses on customer centricity, agility, and driving actionable insights, empowering growth-minded companies to strategically deliver new value and competitive differentiators.

A key tenet of an Autonomous Digital Enterprise is the transcendent customer experience, which helps ensure a consistent, timely customer experience, regardless of channel. Many customers, especially millennials, prefer digital interactions that provide relevant, highly personalized offers at the most opportune time for maximum impact over in-person visits. For businesses, that's also an advantage because customer data acquired that way can then be used to deliver customized products and services.



BMC Helix Digital Workplace can help with a digital workplace-as-a-service solution that provides intuitive, omni-channel conversational experiences for users that go beyond the web to work with familiar tools like Slackbot, Chatbot, SMS, and Microsoft Teams and Skype.

In addition, BMC Helix Digital Workplace empowers employees to better serve customers by handling the most common customer requests, reducing service desk contact, and shortening turnaround for request fulfillment and incident remediation.

## INTEGRATED TECHNOLOGIES FOR TODAY'S OMNI-CHANNEL EXPERIENCES

Delivering a transcendent customer experience requires integrated technology and flexibility to meet changing business priorities and opportunities. Existing systems must be able to take advantage of cloud offerings, work with new platforms, support apps, and scale to manage growing data volumes.

A fully integrated ecosystem that includes partners and other third-party providers delivers end-to-end digital processes and faster business results. BMC recommends a unified plan that leverages proven, industrial, out-of-the-box solutions with native integrations to help create an agile organization and operational models that best support customers and products.

BMC Helix Business Workflows is a great place to start. The solution allows you to easily manage and scale services across functions by defining and automating workflows and provide omni-channel engagement that bridges traditional channels and chatbots. The result is a better-engaged workforce that delivers exceptional customer experiences.



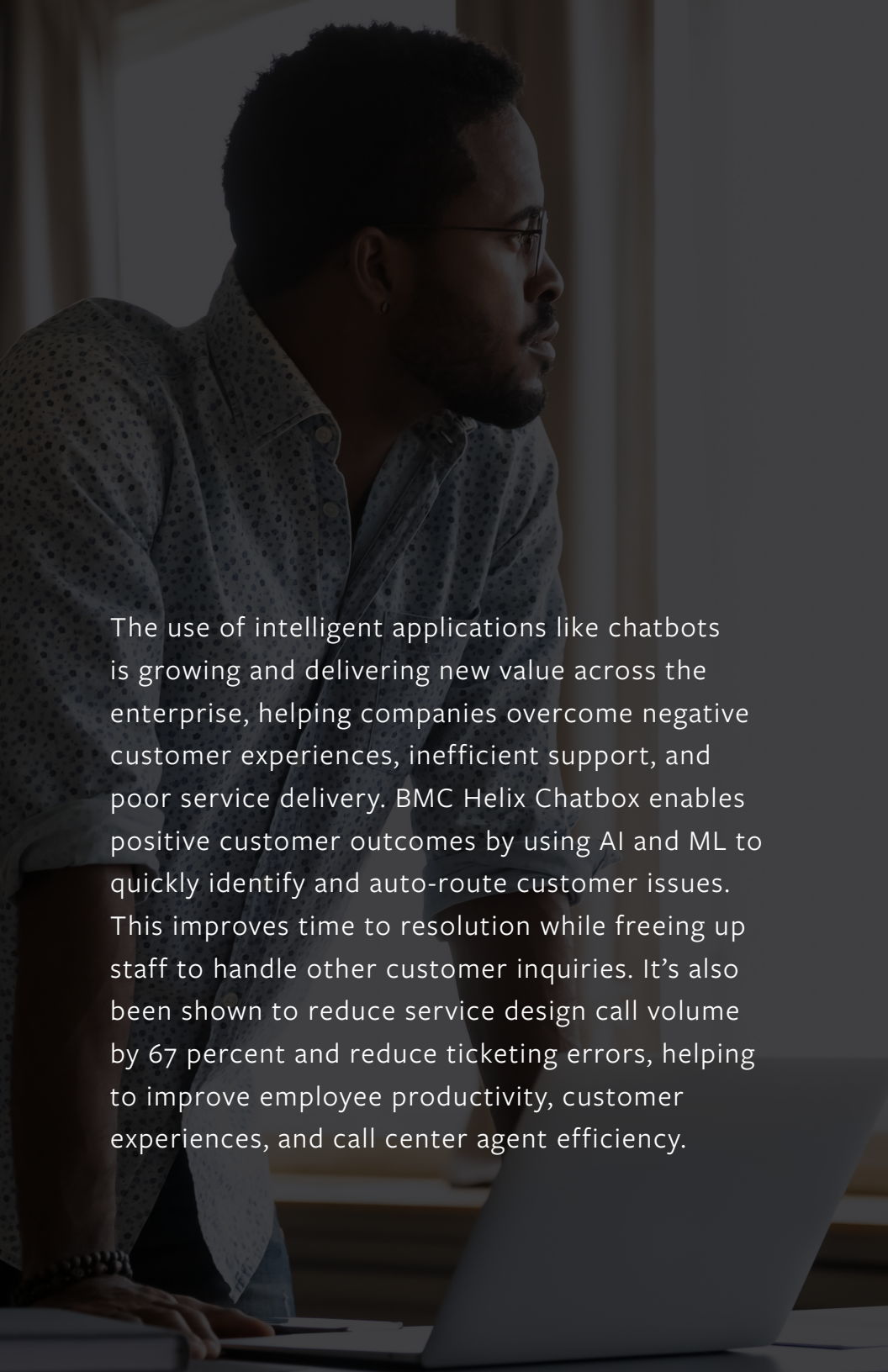
## EMPOWERING EXPERIENCES VIA INTELLIGENT AUTOMATION AND CHATBOTS

As more financial organizations leverage automation to modernize their operating models, gain new process efficiencies, and reduce operating costs, they're also strategically moving toward holistic intelligent automation.

BMC offers solutions that utilize advanced technologies such as artificial intelligence (AI) and machine learning (ML). The technologies can help companies achieve a state of hyperautomation, seamlessly blending humans and technology with tools that help personnel perform daily tasks and automate more mundane processes to allow people to perform higher value work.

BMC customer experience solutions have been shown to provide<sup>2</sup>:

- + 25 percent deflection in calls due to self-service and chatbot interactions
- + 11 percent of cases resolved via chatbots
- + Self-resolution time slashed from 20 minutes to a few minutes

A man with glasses and a beard, wearing a patterned button-down shirt, is sitting at a desk in a dimly lit office. He is looking intently at a laptop screen. The background is dark and out of focus, suggesting a modern office environment.

The use of intelligent applications like chatbots is growing and delivering new value across the enterprise, helping companies overcome negative customer experiences, inefficient support, and poor service delivery. BMC Helix Chatbox enables positive customer outcomes by using AI and ML to quickly identify and auto-route customer issues. This improves time to resolution while freeing up staff to handle other customer inquiries. It's also been shown to reduce service design call volume by 67 percent and reduce ticketing errors, helping to improve employee productivity, customer experiences, and call center agent efficiency.

## **OPTIMIZE AN INTELLIGENT, INTERCONNECTED SYSTEM FOR PROACTIVE CUSTOMER EXPERIENCES**

Becoming an ADE means leveraging a connected innovation ecosystem to identify customer behaviors and trends, orchestrate every touchpoint of the customer journey, and meet and exceed customer expectations. An ADE anticipates customer requirements to shape the optimal experience—delivering products and services at the right time through the customer’s preferred channel. This approach also helps ensure a positive customer experience by proactively detecting potential problems and remediating them before they ever reach customers.

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### **Sources**

1. Worldwide Digital Transformation Spending Guide,” International Data Corporation (IDC), 2019
2. BMC Customer Story: George Washington University, <https://www.bmc.com/customers/george-washington-university.html>

## **MODERN BANKING DEMANDS MODERN TECHNOLOGY**

Financial companies have no room for failure when tasked with delivering seamless, integrated, secure services to meet ever-changing customer needs. Implementing digital processes throughout the organization is essential to understanding, reaching, and satisfying customers across their journey, at every touchpoint and interaction. Organizations that adapt and evolve to this new way of customer engagement will build customer trust and loyalty and encourage new and ongoing business. And they are well on their way to becoming an Autonomous Digital Enterprise.

**For more information, visit [bmc.com](https://www.bmc.com).**



**About BMC**

From core to cloud to edge, BMC delivers the software and services that enable over 10,000 global customers, including 84% of the Forbes Global 100, to thrive in their ongoing evolution to an Autonomous Digital Enterprise.

**BMC—Run and Reinvent**

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