La comunicazione digitale nella relazione con i clienti

webex by cisco

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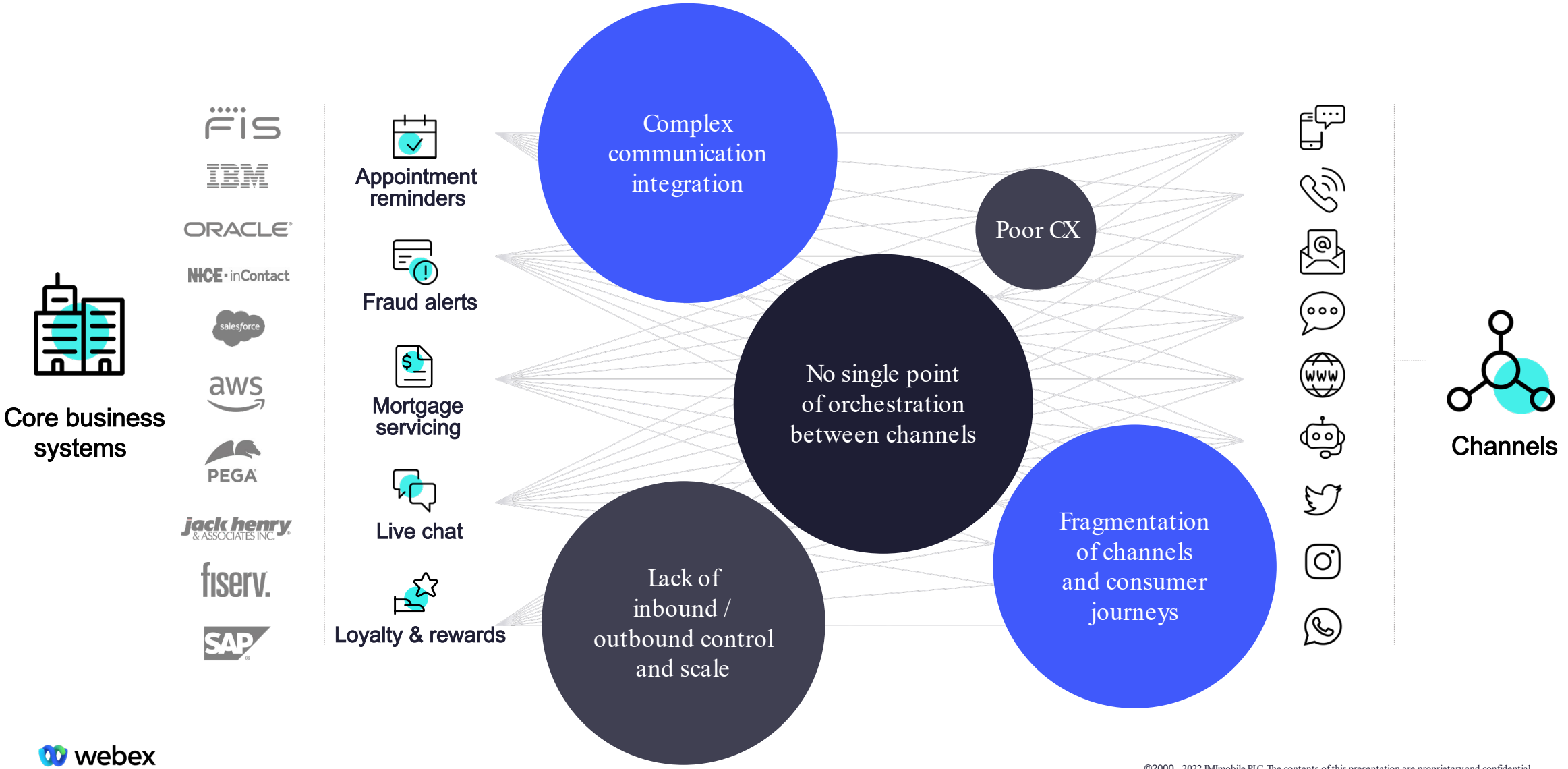
Meeting customer expectations is increasingly complex for large enterprises



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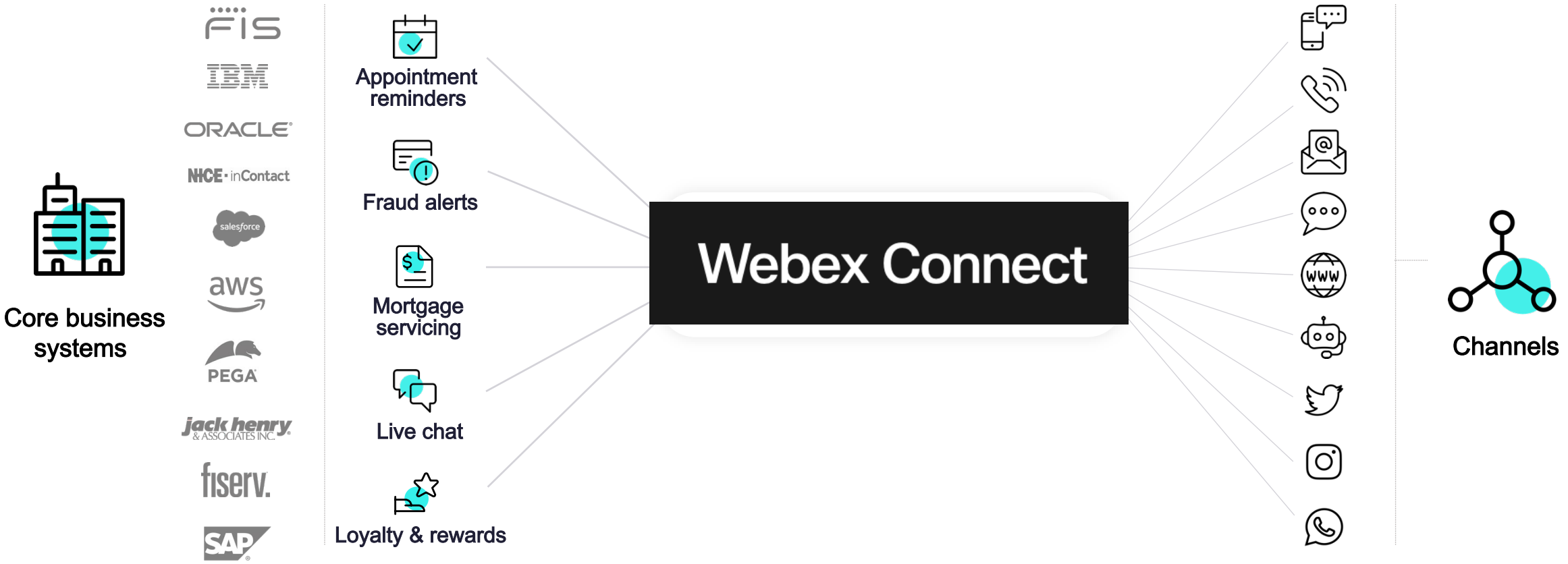
CPaaS helps banks to orchestrate and automate customer interactions centrally



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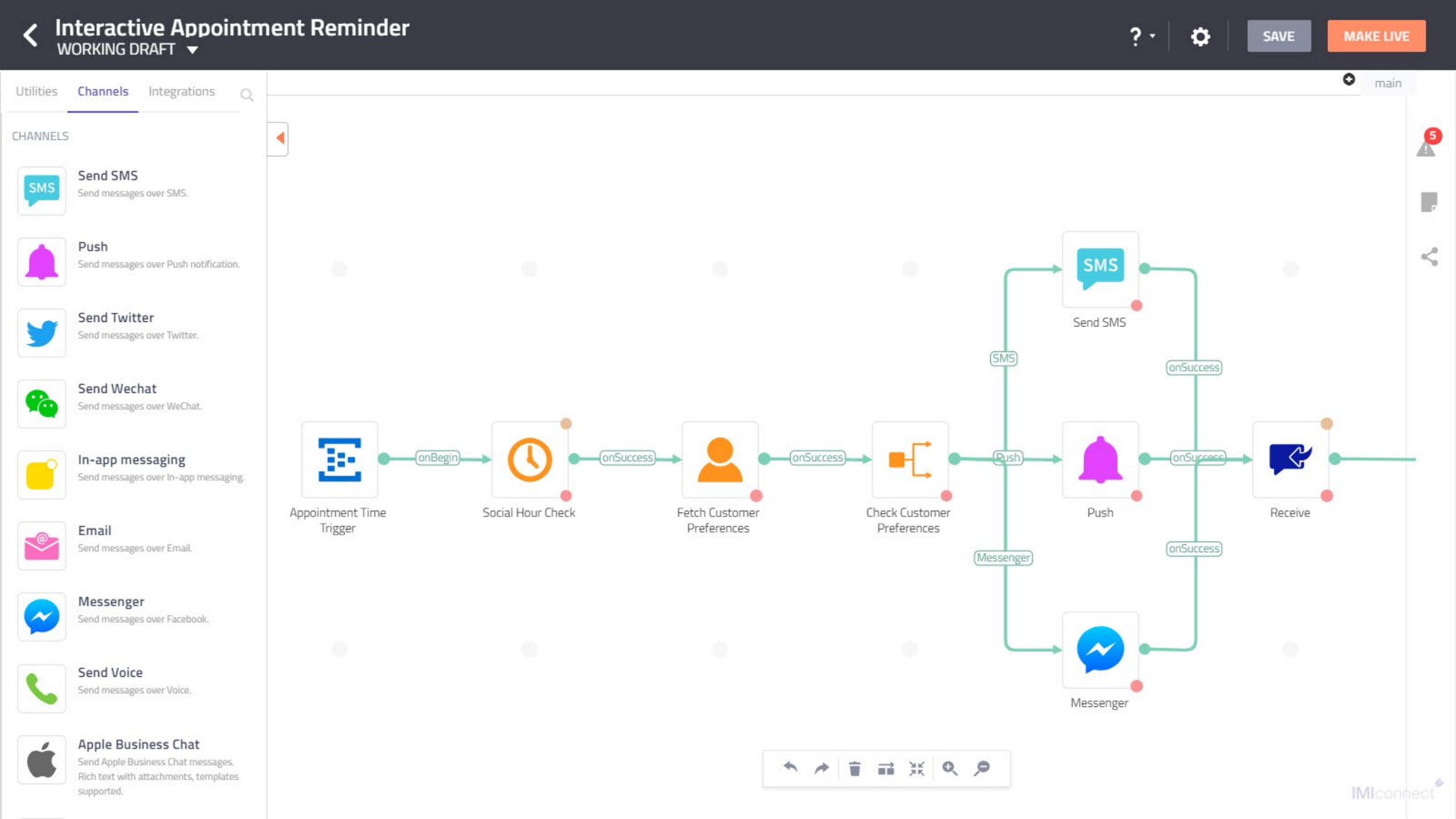
Interactive Appointment Reminder
WORKING DRAFT
SAVE
MAKE LIVE
Utilities
Channels
Integrations
main
CHANNELS
Send SMS
Send messages over SMS.
Push
Send messages over Push notification.
Send Twitter
Send messages over Twitter.
Send Wechat
Send messages over WeChat.
In-app messaging
Send messages over In-app messaging.
Email
Send messages over Email.
Messenger
Send messages over Facebook.
Send Voice
Send messages over Voice.
Apple Business Chat
Send Apple Business Chat messages. Rich text with attachments, templates supported.
Appointment Time Trigger
onBegin
Social Hour Check
onSuccess
Fetch Customer Preferences
onSuccess
Check Customer Preferences
SMS
Push
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Send SMS
Push
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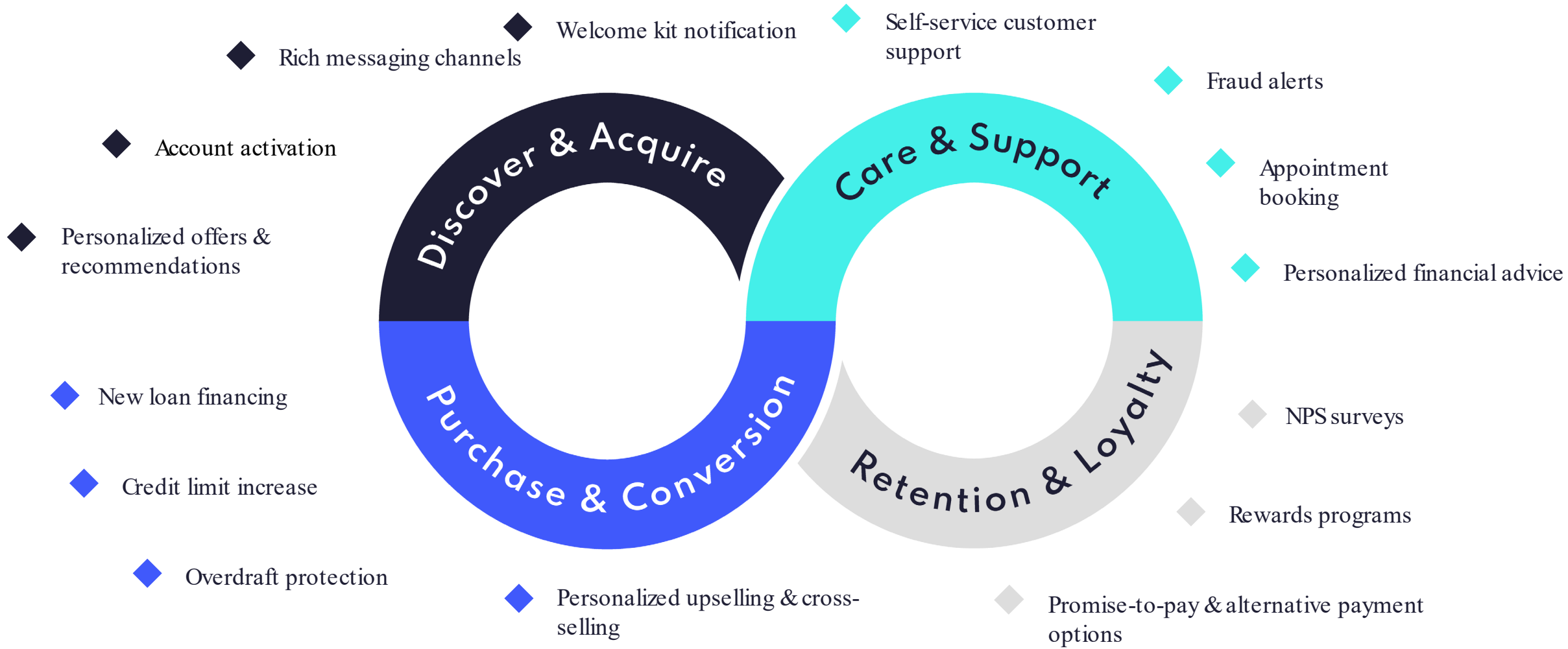
onSuccess
onSuccess
onSuccess
Receive
IMIconnect

Connected journeys across the customer lifecycle



Care & support: fraud alerts

Situation and context

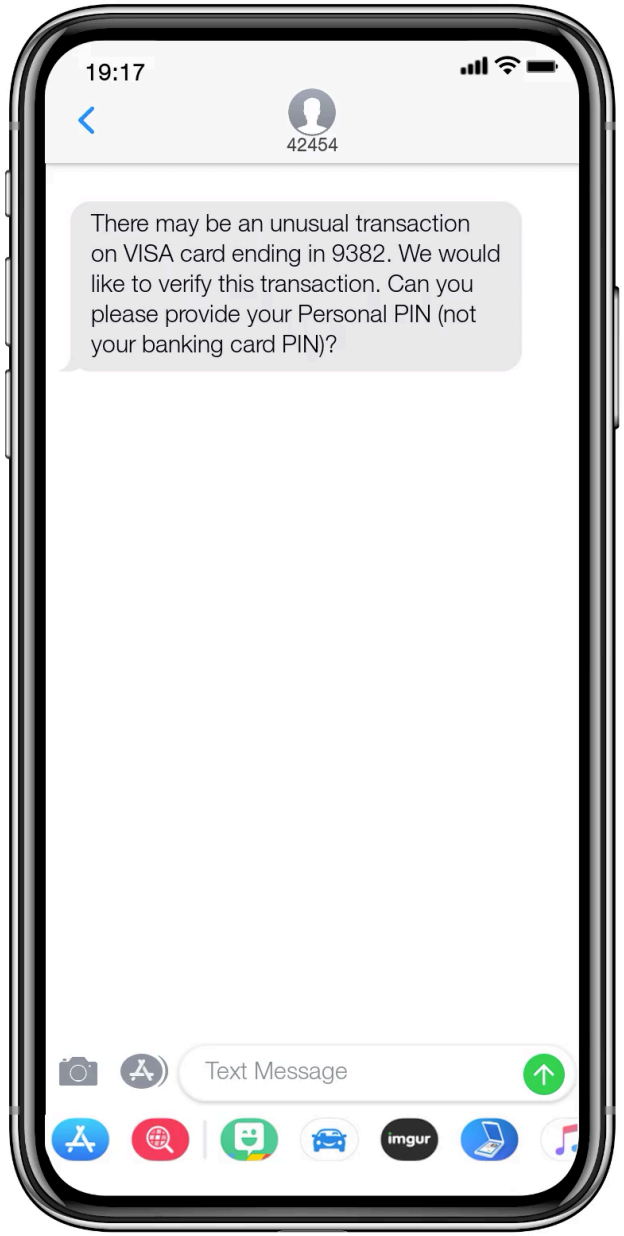
Protecting customers against fraudulent transactions can hurt the relationship when legitimate transactions are blocked.

Solution

Use WebexConnect to trigger proactive fraud alerts that the customer can respond to in real-time to verify or dispute the legitimacy of a transaction.

Benefits

- Give your customers control of verifying suspicious transactions
- Reduce fraud investigations workload
- Improve trust and confidence with your customer



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Care & support: self - service customer support

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Situation and context

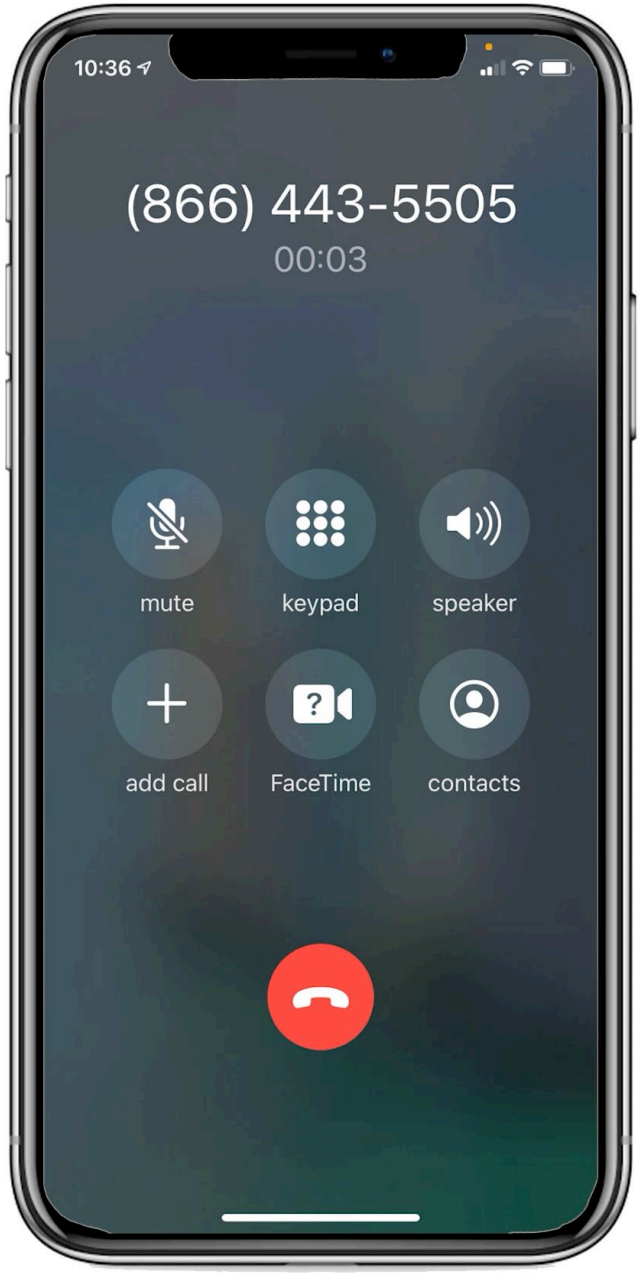
In the wake of COVID-19, branch closures led to call volumes spiking by one-third and wait times more than tripling between December 2019 and April 2020.

Solution

Use WebexConnect to meet customers where they are in the communication channel of their choice and with a lower budget than building these solutions internally.

Benefits

- Call deflection from call centre
- Improve operating efficiency
- Provide customers self-service capabilities
- New opportunities to drive revenue and account growth



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Discover: meet customers where they are with Google's Business Messages

Situation and context

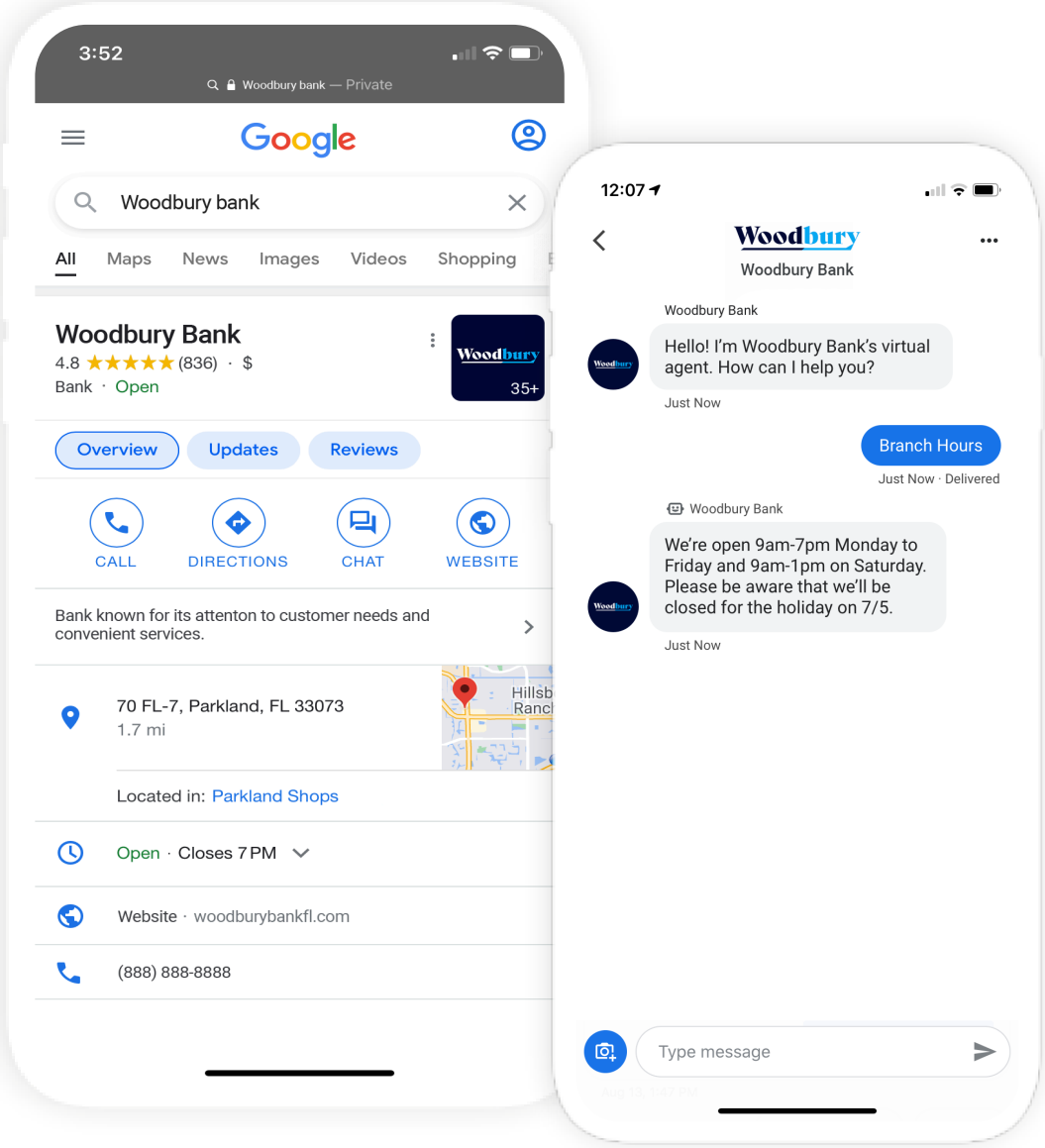
Billions of phone calls to businesses originate from Google searches every yearleading to a strain on call center and branch resources.

Solution

Convert more customers searching for your bank by enabling Google's Business Messagesmaking it easier for customers to get information they need most.

Benefits

- Deflect calls and reduce costs
- Improvecustomer experience
- Increase new acquisition and conversion



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Proactive Call Deflection
Let’s try it

WhatsApp

Apple iMessage

iPhone only

Google RCS

Android only

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Thankyou

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