



## Digital Self-Service

Elevate customer service while reducing costs

Introducing conversational AI into your contact center workflows makes good business sense.

Your customers, especially millennials, prefer messaging over calling for customer support.<sup>1</sup> Chatbots—or virtual financial assistants—are the perfect solution to enhance your customer experience while also creating efficiencies in one of your most costly departments.

When banks upgrade from inefficient Interactive Voice Response (IVR) to Artificial Intelligence and Natural Language Processing (NLP), customer service costs can reduce by 30 percent.<sup>2</sup>

Learn how Finn AI can help you implement a virtual financial assistant as the new front line that will also improve your bottom line.

*Within 3 months of launch, BMO Bolt™ answers 55% of customer queries, passing just 45% to a human for resolution.*



<sup>1</sup> The Harris Poll, [Texting or Talking?](#)  
<sup>2</sup> Business Insider, [The Chatbot Explainer](#).



## Reduce call / chat volumes

Deflect your repetitive customer support inquiries to the virtual financial assistant—conversational AI will answer the most common questions in a standard banking call center.



## Lower average handling time

The virtual financial assistant will increase first contact resolution outcomes with a faster response time overall, reducing average handling time (AHT). This will provide additional bandwidth for service agents to deal with more complex tasks.



## Increase employee effectiveness

Free service agents from routine support requests so they can focus on more complex tasks.



## Improve Customer Satisfaction

Serve your customers 24/7. Users can talk to your customer service chatbot via your website, native apps (Android, iOS) and messaging platforms such as WhatsApp, Facebook, and others. Empower users to self-serve digitally and see higher C-SAT and Net Promoter Scores.

*91 percent of mobile banking users prefer using their app over going to a physical branch.*

**Citibank Mobile Banking Report<sup>3</sup>**

## Digital Self-Service Features

Preferred channels for the Digital Self-Service use case include your website, native Android and iOS apps, and third party channels.

Features	Works when authenticated	Works when not authenticated	API Read	API Write
ATM, Branch, Kiosk Locator	X	X		
Authentication	X		X	
Balance & Transaction Inquiries	X		X	
Call Center Smart Routing	X	X	X	X
Commonly Asked Questions	X	X	X <sup>1</sup>	
NPS Service Ratings & Feedback	X	X		
Pass to a Human (Chat & Phone)	X	X	X	X
Product Information	X	X		
Transactional Banking	X		X	X

<sup>1</sup>Optional

Finn AI can help you deliver an enhanced customer experience while reducing the cost of service. Connect with our experts at [finn.ai/contact](https://finn.ai/contact) or call us at 1.855.FINN.BOT (ext. 1).

<sup>3</sup> Citibank, [Mobile Banking Report](#).