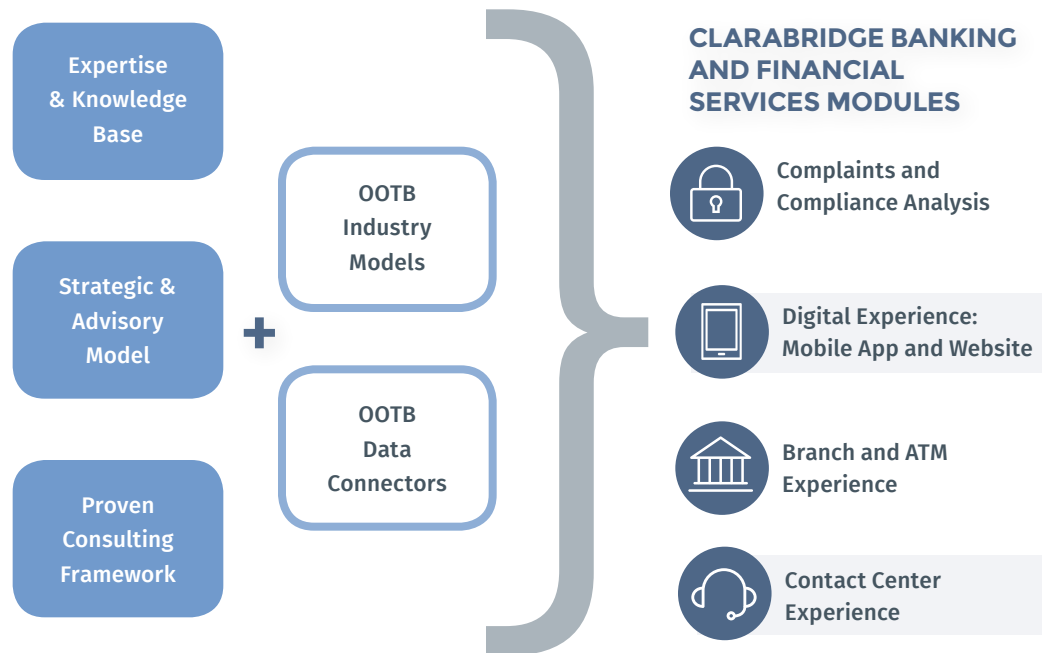


INDUSTRY BRIEF

CLARABRIDGE FOR BANKING AND FINANCIAL SERVICES

The AI-powered Clarabridge Solution for Banking and Financial Services is packed with industry expertise, relevant KPIs and industry models, and pre-packaged dashboards to help banks and financial institutions discover omni-channel, actionable insights that are relevant to numerous functions throughout an organization.

Backed by extensive knowledge and expertise in the Banking and Financial Services industry, the Clarabridge Banking Solution uses a proven consulting framework supported by strategy and advisory consulting to jumpstart analysis with out of the box (OOTB) technical tuning.



Clarabridge helps the world's leading brands understand the true voice of their customers. It has been designed from the ground-up for omni-channel customer experience analytics. With the right combination of Big Data and AI technologies, Clarabridge helps businesses listen to every customer interaction, analyze data via a best-in-class AI-powered text analytics engine, and uncover actionable insights. These insights inform mission-critical decisions that lead to increases sales, customer retention, improved operations, and compliance. www.clarabridge.com.

BANKING AND FINANCIAL SERVICES CAN CHOOSE FROM FOUR MODULES:

Complaints and Compliance Analysis

- Identify complaints across all feedback and interaction channels in the customer journey
- Prioritize complaints by compliance risk severity to reduce regulatory fines
- Automate analysis and monitoring to determine the root cause of complaints
- Streamline operational efficiency through alerts and case management
- Flag employee misconduct for agent coaching opportunities

Digital Experience: Mobile App and Website

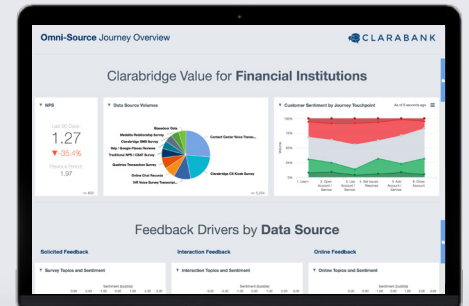
- Identify and segment customers based on their mobile and online banking experiences
- Monitor macro-level digital banking sentiment and satisfaction to understand customer experience friction points
- Understand individual digital transaction experiences such as mobile deposits, bill payments and e-statements to resolve issues before they reach the contact center
- Investigate drivers of negative satisfaction, opportunities for self-service (making payments, login experience, enrollment experience) and outage or error trends
- Provide an understanding of top mobile transactions and how to improve those experiences
- Track and report user mobile type experience (tablet versus phone), app versioning and operating system performance (iOS versus Android)

Branch and ATM Experience

- Investigate the factors that impact satisfaction with branch operational experiences including employee interaction and ease of transaction
- Make decisions about branch upgrades by evaluating factors such as branch appearance that impact sentiment and satisfaction
- Track maintenance needs and upgrade requests across branches to ensure a high C-SAT score
- Evaluate individual branch facility experience related to factors such as drive thru, parking, privacy, cleanliness and general ambience
- Understand the ATM experience by region, state, city and location to gain a better understanding of operational metrics

Contact Center Experience

- Review the overall contact center experience to understand the impact of first call resolution (FCR) as it relates to customer satisfaction
- Identify call drivers if issue is not resolved on first contact and track the impact of agent performance on customer satisfaction
- Monitor agent performance via scorecards for different customer interaction segmenting by product and geographic location
- Conduct agent quality monitoring in areas including courtesy, empathy, compliance and friendliness to provide appropriate training



▶ TOP BANKS USE CLARABRIDGE



▶ THE CLARABRIDGE VALUE

With powerful, analyst-recognized text analytics and speech analytics that can be applied to call transcriptions, online reviews, social media and surveys, Clarabridge is the only solution that provides true omni-channel insights.

Take action on the insights that Clarabridge provides to achieve the following goals:

- **Improve NPS and C-SAT scores** as well as customer loyalty by providing a better branch, ATM, employee and transaction experience
- **Reduce the high cost of calls** to the contact center by improving the digital experience and providing customers with self-service opportunities
- **Ensure industry compliance** and monitor complaints by tracking every customer transaction and conversation
- **Provide better agent coaching** and interaction by identifying drivers of customer satisfaction