



Seamless omnichannel support has become a foundational requirement for financial institutions of all sizes. Customers expect self-service capabilities to engage when and where they want and to be provided through a consistent cross-channel experience. The more complex the interaction, however, the more likely it is that human intervention is required. Existing self-service and assisted self-service channels are transactional and not suited for longer sales and servicing interactions.

The branch is the traditional channel for complex transactions and sales. Low volumes, increasing staff costs, product complexity, and employee retention challenges make traditional delivery more difficult. Fully self-service mobile and home banking solutions have had mixed results in addressing complex transactions and sales. Customers and prospects tend to shop and then abandon sessions as uncertainty and the need for product expertise come in. Hyosung Connect provides financial institutions a solution for higher value and lower volume complex consultations that creates a rich customer interaction environment across multiple delivery channels.

Collaborative Tools Available Across Digital Channels

- Communication through video, text chat, and virtual meetings with call routing and warm transfers ensure customers can engage the right resources to solve their issues in their preferred medium.
- Collaboration through screen share, co-browsing, document exchange, task flow, and e-signatures ensure video bankers have all the tools to take a contact from product inquiry to fulfillment.
- Integration through scheduling tools and automatic call distribution creates a robust environment that efficiently meets a wide range of customer needs.



Solution Benefits

- Leverage expertise across the enterprise so customers can access the right knowledge when and where they need it.
- Maximize staff utilization, whether they are located in a video call center, in a branch, or working from home.
- Minimize on-line & mobile abandonment rates by providing expertise and collaboration when the customer wants.
- Seamlessly transition customers from self-service to human collaboration
- Enable customer interactions to transition from physical to digital and back

Modern, Intuitive Design

Solution Offerings:

Engagement across delivery channels leveraging POPi/o technologies

- Connect.DigitalDesk
 - Make every branch full service by providing access to video experts from across the enterprise
- BlueVerse Connect
 - Provide a digital branch experience to existing home banking and mobile banking applications, allowing video bankers to meet customers anywhere they are to conveniently address financial needs.
 - Easily transition calls from ATM/ITM to a digital experience that provides the interaction to resolve the financial need, and free up the self-service device.