



Transform Financial Services contact centers with data

Tableau and Salesforce help institutions accommodate today's digital-first customers



Digital-first customer service is here to stay

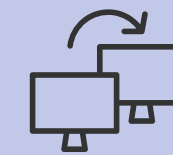
The flip side of challenge is opportunity. And while the pandemic brought on a host of unprecedented challenges, in their wake Financial Services institutions are finding new opportunities to serve their customers in a more holistic sense. The timing is right, because today's digital-first customers have evolved their expectations and, in doing so, raised the bar for customer service.

But today, only 27 percent of banking customers say they received great customer service and support. And 80 percent of consumers will switch to another company after just one poor experience—driving institutions to compete not only on pricing and selection, but also on the customer experience they provide. In fact, customer experience is the second highest C-suite priority for Financial Services after digital transformation.

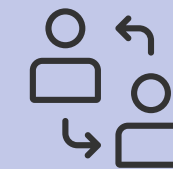
C-suite executives and service leaders recognize the need to embrace a data-driven strategy to transform their organizations with a heightened focus on contact centers—a critical customer experience touchpoint. Data, analytics, and AI are at the core of improving Financial Services contact center operations as well as agent and customer experiences.

As digital transformation accelerates, some of the larger banks are transitioning from traditional online banking to “open finance”: marketplaces where customers can get their financial needs met end-to-end. For example: Traditionally, a customer would engage a realtor, find a house, apply for a mortgage at their bank, and finally visit their insurance company to insure it. Today, banks are changing to connect these processes—digitally—all in one place.

Financial Services consumer expectations



75% of first-time digital-channel users will continue to use these channels when conditions return to normal*



76% of customers expect consistent interactions across departments**



91% of customers will maintain their relationship if customer service is good**

*Source: “McKinsey: The Covid-19 recovery will be digital: A plan for the first 90 days,” McKinsey Digital, May 2020

**Source: “State of the connected customer,” Salesforce

Transform the customer experience

Understanding how customer needs are rapidly evolving defines every challenge and opportunity Financial Services contact centers face today. Banks, insurance, and wealth/asset management firms need the ability to access all customer data across their operations and beyond: enterprise systems that house survey data; financial transaction data (credit card, mortgages, investments, claims); product usage; call duration metrics—the list goes on. This data lives in multiple, often siloed systems inside and outside the organization.

By unifying these data sources, companies can quickly understand the forces shaping the customer journey and take confident, effective action.

The Tableau and CRM Analytics for Financial Services solution helps contact centers transform the customer experience by:

- Surfacing key insights on each customer's financial transactions
- Driving customer satisfaction using data, AI, and analytics
- Providing a single, holistic view of the customer to resolve cases faster

Salesforce and Tableau enhance the customer experience with:

- Up to **29%** faster time to resolution
- **38%** increased service-call deflection rate
- Up to **28%** increased self-service resolution (chat, SMS, social, etc.)
- Up to **31%** increase in CSAT (customer satisfaction)

Top use cases:

- Customer onboarding and management
- Personalized product recommendations
- Automatic pre-qualification

Source: "State of Service in Financial Services"

CUSTOMER STORY | Charles Schwab

Charles Schwab analyzes call center data with Tableau to shape quality customer experiences

Business challenge

Fielding tens of thousands of calls to the Schwab contact center each day, Schwab's interactive voice-response (IVR) technology had trouble deciphering caller intent. Calls about basic tasks like a password reset were sometimes routed to the wrong staff, preventing licensed professionals from focusing on more difficult or technical trading needs.

Tableau + Salesforce solution

After collecting data from the IVR to understand call origins, which voice-prompt path customers followed to speak with representatives, who contacted customers, and call outcomes, Schwab turned to Tableau to visualize all the data in a network diagram.

Schwab was able to improve data quality and improve how its contact center focuses on customers to enhance their experience. Understanding the flow of calls as customers interact with the brand is critical to process-improvement projects.

Results with Tableau

Schwab's previously static view of customer interactions is now dynamic. The company's network diagram in Tableau provides a quick, understandable glimpse into data errors and inconsistencies. Contact center teams now have useful insights that help them make important adjustments to best support Schwab clients.

Bringing everything together with Tableau and optimizing extracts on the server means Schwab aggregates more extensive data pulls that call center staff access daily.

Leveraging Salesforce CRM and Tableau analytics, Schwab contact center teams have fast and accurate access to trusted data and a clear view into customer needs. This new perspective makes team members critical stakeholders in Schwab's data strategy—as well as champions of change.



Empower agents with data-driven insights

Customer service has always been a core focus in the financial services industry. Then, the pandemic forced service teams to blend personalization and intelligence into the customer experience—embracing autonomous finance while empowering agents to put customers at the center of every interaction. Not only must teams work to improve customer trust and implement new technologies, but 87 percent of service teams say they’ve also shifted workflow processes to keep the client at the center of everything they do.

Here’s where CRM Analytics for banks, insurance, and wealth/asset management firms comes into play. The solution provides:

- A rich, powerful analytics platform to empower agents with a single, 360-degree customer view
- AI driven, actionable insights
- Intelligent recommendations

Salesforce CRM Analytics empowers agents with:

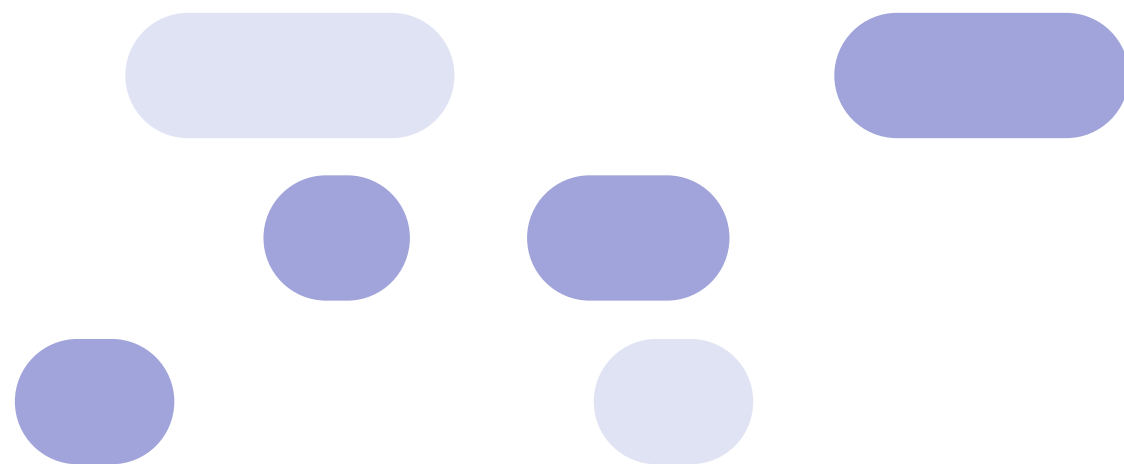
- Up to **29%** improvement in agent productivity
- Up to **29%** faster decision-making
- Up to **26%** reduced ramp time for new agents

Source: Tableau Customer Success Metrics Datasheet

Top use cases:

- Agent productivity and performance
- Customer resolution management
- Intelligent insights on the next best action

Source: “State of Service in Financial Services”



MUFG scales support with new digital channels to serve more customers

Business challenge

Prior to the COVID-19 pandemic, Mitsubishi UFJ Financial Group (MUFG) had taken steps to digitize customer service operations, implementing Service Cloud in its Indian and American call centers. But service operations were stretched thin when Indian call centers shut down and American service centers became overwhelmed.

Tableau + Salesforce solution

MUFG accelerated its digital transformation to implement Chat functionality—allowing agents to safely work from home, deflect more calls, and manage call volume. With help and guidance from partner Appirio, MUFG implemented Chat in under a week. The group rolled out the solution to its homeowners association (HOA) to field simple payment and account-related inquiries from more than 200 daily callers—enabling agents to refocus their time on more complex issues.

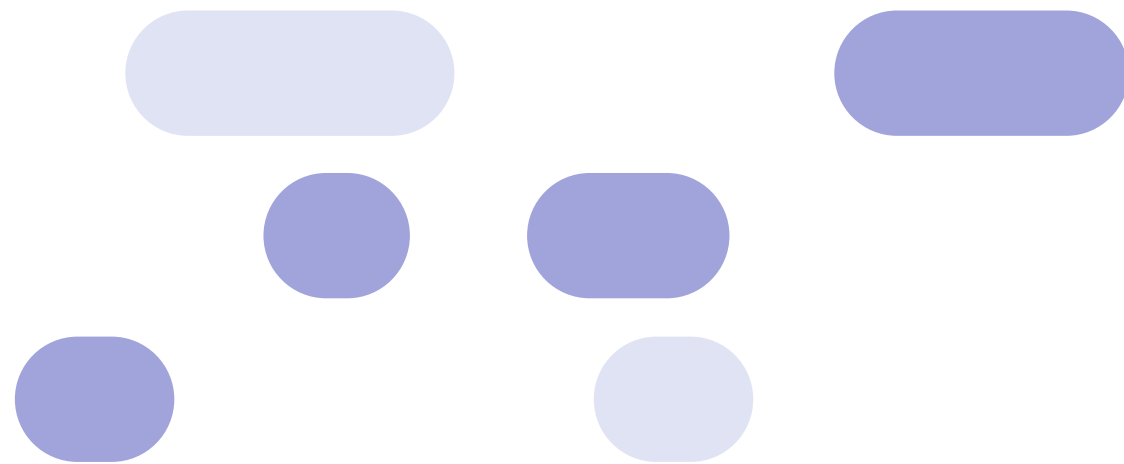
Results with Tableau

- Performance analysis shows over 60 percent of chats resulted in immediate resolution, while only 25 percent needed voice call service.
- After completing its Chat implementation in under a week, MUFG has seen 75 percent of call volume shift over to Chat, with its new Einstein Bots from Salesforce handling approximately 75 percent of Chat inquiries.

Drive operational excellence

Financial Services institutions that adopt a **digital-first strategy** gain the agility and resilience to respond efficiently to demands on the contact center. Accurate, timely data is critical for driving service-team strategy, managing risks, and getting information in front of service reps so they can better serve customers.

Tableau helps banks, insurance, and wealth/asset management firms drive operational excellence by arming agents, management, and leadership with key insights across their contact center operations and enterprise. Tableau provides the broadest, deepest analytics platform available, supported by a rich, extensive partner ecosystem.



Here's how Tableau helps drive operational excellence:

- Surfaces an executive-level, comprehensive view of banking, insurance, and wealth/asset management contact center operations
- Helps contact center management understand and manage call volumes and agent performance
- Connects and actions data from a comprehensive customer and company-wide view of the business
- Improves customer journey and protects the brand

Top use cases:

- Contact center KPI tracking
- Data-driven planning (staffing, forecasting, seasonability)
- Contact center and business optimization—key insights within your CRM and across your enterprise

Tableau reduces contact centers' technology costs with:

- **29%** decrease in one-off projects
- Up to **29%** IT cost reduction
- Up to **28%** faster creation of ML/AI
- **32%** faster deployment

Source: "State of Service in Financial Services"



AIA maximizes business performance with Tableau center of excellence

Business challenge

AIA requires a centralized data center of excellence to provide a seamless integration of services, strategic planning, and customer service across its 18-market operation in the APAC region.

Tableau + Salesforce solution

Tableau helps AIA gain competitive advantage by optimizing business operations and streamlining workflows to:

- Understand the customer journey and provide faster, more impactful customer service
- Accelerate decision making with timely insights to build better products and solutions
- Establish a scalable data infrastructure and culture to gain a competitive advantage in marketplace

Results with Tableau

With Tableau dashboards, teams can track application status and ensure timely conversion from pending to issued business. This improves AIA's services by giving customers greater peace of mind, and helps the business optimize its sales and operations processes.



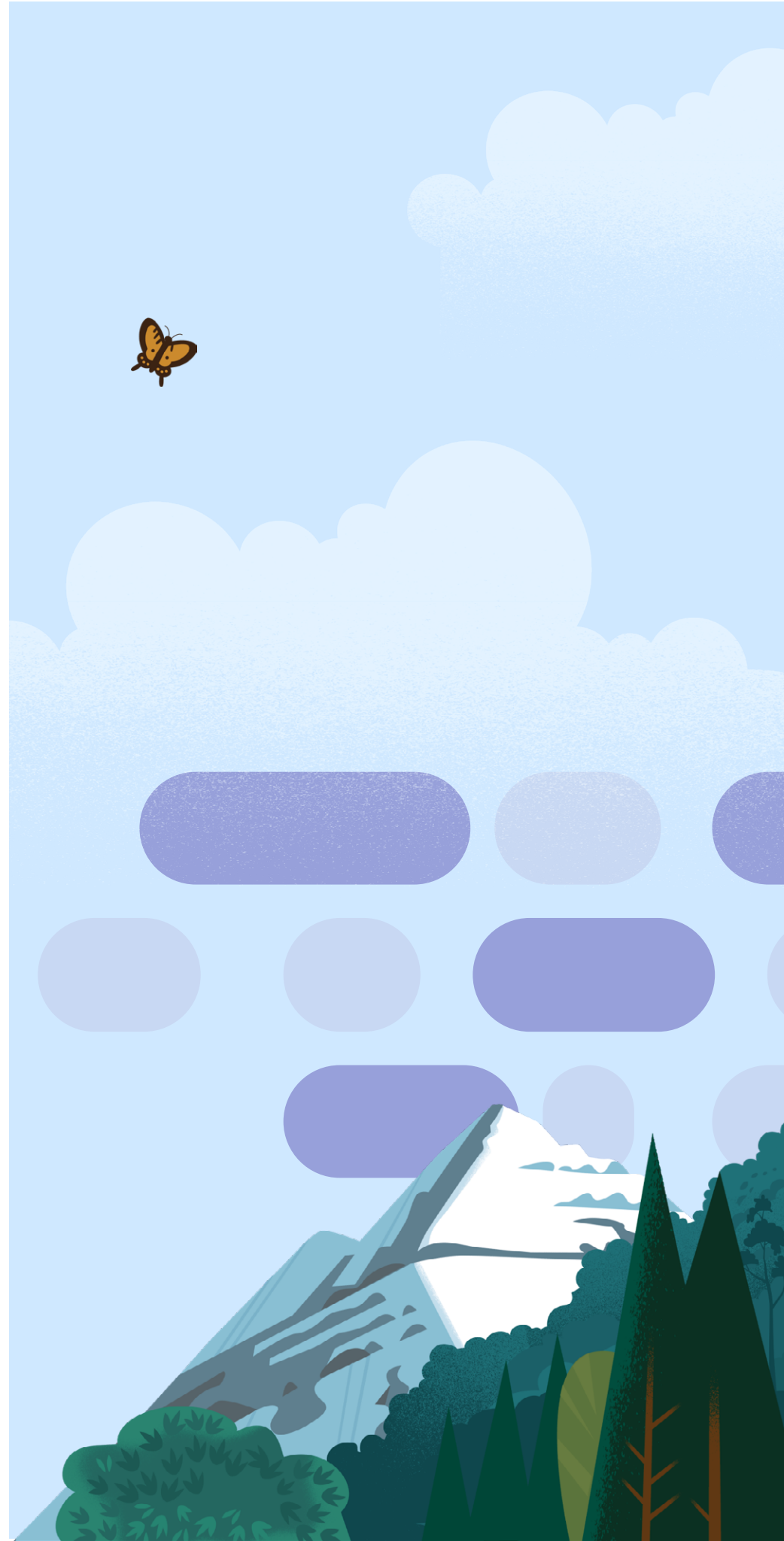
A winning approach: Financial Services contact center service driven by data

In the face of increasing competition, heavy regulations, and evolving consumer demands, Tableau and Salesforce together empower banks, insurance, and wealth/asset management firms to achieve and maintain a real competitive advantage, and enable them to:

- Deliver seamless, personalized, insight-driven customer experiences
- Empower agents and managers with trusted, actionable data
- Drive data-driven contact center excellence

To satisfy customers, contact center agents no longer need to scramble to track down information across multiple sources. Now they can respond quickly, accurately, and intelligently, resolving inquiries faster and amplifying their productivity.

Armed with actionable insights and intelligent recommendations from Tableau and Salesforce, Financial Services contact centers can deliver outstanding service every time—fulfilling expectations for the connected experiences today's digital-first customers demand.



Get started today:

- > [Learn more](#) about Tableau Contact Center solution
- > [Learn more](#) about Salesforce Contact Center solution
- > [Get started](#) with Tableau Contact Center Accelerator
- > [Try Tableau for free](#)

+ a b | e a u® About Tableau



As the business intelligence platform for more than 90 percent of Fortune 500 financial services companies, Tableau is the proven solution for organizations that are focused on leading with data. Tableau provides a complete, integrated analytics platform that enables teams to work collaboratively and gain deep insights from their data using machine learning, statistics, natural language, and smart data prep. With enablement resources, including training, certifications, and Tableau Blueprint, not to mention inspiration and support from the passionate Tableau Community, companies who choose Tableau can be confident their deployment will be a success and lead them to data-driven culture.

salesforce

About Salesforce

Salesforce is the world's #1 CRM platform—integrating every part of a company's interactions with customers including marketing, sales, service, commerce, HR, and much more. As part of the Salesforce family, Tableau is designed to connect seamlessly with products across the Customer 360 platform. This allows you to use Tableau to blend Salesforce data from any cloud with your other business data for a complete view of your customers. CRM Analytics gives you contextual insights and AI-powered predictions and recommendations without having to leave your Salesforce CRM workflows. Put customers at the center of everything you do, and deliver the connected experiences they expect.

