

Embarking on a CX Expedition

How can you transform your client portal into a competitive advantage for your entire organization? Your current solution may already cut service costs and speed up support. But there are more benefits lurking under the surface. When designed correctly, client portals can also increase sales, enable proactive service strategies, and seamlessly link physical and digital channels for hybrid experiences, ultimately improving customer retention rates.

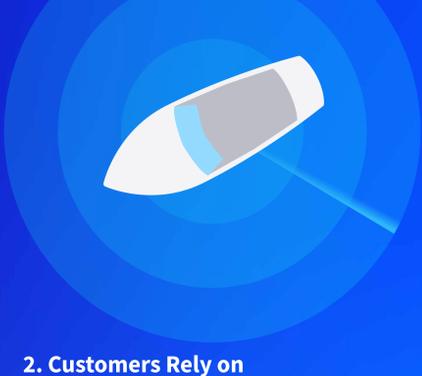
According to a recent **Gartner®** report, “Many FS customers find digital channels difficult to use and either fail to complete their financial interactions or are drawn to a competitor with a better digital experience.”¹

Barriers to a High-Quality Customer Experience

Before we embark on our CX expedition, it’s crucial to understand the challenges that may loom on the horizon.

1. Difficulty Finding Information

Customers feel adrift when they can’t effectively search through data, whether it’s due to siloed systems or an overwhelming number of irrelevant results.



2. Customers Rely on Live Agents for Help

When customers can’t perform simple tasks on their own (like deactivating credit cards or accessing sensitive documents), they reach for their lifelines and turn to your crew instead, resulting in a flood of calls and emails.



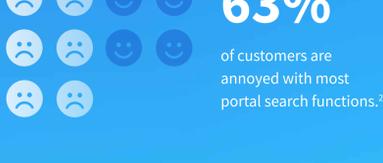
3. Disjointed Customer Experiences

Siloed experiences that require customers to navigate through an ocean of multiple channels and dissimilar interfaces for a single task can quickly induce a sense of digital seasickness, leaving them frustrated and disillusioned.



4. Business Teams Can’t Move Fast Enough

With legacy systems, business users rely on IT teams to make updates. This leads to a longer time-to-market and outdated information – slow winds of change that can negatively impact the customer experience.



Charting a Course for Competitive Advantage with a Modern Portal

Do you have the right solution to tackle these challenges? A modern client portal acts as a trusted vessel that supports your crew in effectively navigating the CX sea and delivering a high-quality, hybrid experience, every time.



1. Provide Navigational Tools for Easy Discovery

A well-designed digital solution can guide your clients through the vast sea of information, coming equipped with powerful tools such as a **unified search for all content, tailored search results using AI/ML or semantic search, and 24/7 access to chatbots and personalized dashboards**. This helps your clients to discover the answers they need independently.

2. Simplify Everyday Tasks with Self-Service

Eliminating time-consuming manual customer support tasks with a self-service portal for smooth sailing: Your team can focus on high-value tasks, boosting productivity while lowering costs.

Simple, user-friendly tools allow customers to **update account info, check loan balances, and upload or download documents** at their leisure.



3. Support Financial Empowerment

Empower customers to make better financial decisions through **educational content** that acts as a guiding star. Provide them with **calculators and simulators** to help them chart a clear course in the tumultuous waters of finance.

In addition, provide new services to continuously delight customers — like virtual financial wellness coaches.

4. Execute Effective Up-Selling and Cross-Selling

Leverage customer data and behavior to segment clients into target groups and personalize the banking experience.

Just as a savvy captain uses his ship’s instruments to uncover hidden treasures, a client portal solution allows you to uncover **up-selling and cross-selling opportunities, delivering the right message at the perfect time** to your valued passengers.



5. Outfit Your Team with Intuitive Tools to Keep Your Portal Current

With the right portal at your helm you’ll sail smoothly through the ever-changing seas of customer needs, leveraging **out-of-the-box capabilities and low-code tools** to innovate faster.



6. Provide a Unified Experience

The best ship crews communicate effectively. In the same way, a client portal needs **robust integration capabilities** to act as a single unified experience layer orchestrating your digital and in-person service channels.

That way, you can deliver the personalized, hybrid self-service experience that financial services customers have come to expect.



Customers want control over their finances, expecting a seamless experience that allows them to get things done while switching between online and offline interactions effortlessly when necessary. That’s why a modern and customizable client portal gives you a competitive advantage.

Gartner® notes that “an excellent customer experience (CX) can encourage customers to maintain or expand the products they hold with a provider.”¹

Sources:

1. Gartner, Support Financial Empowerment to Transform Customer Service Into Growth, By Kristy Hoffman, 8 June 2023.
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