Appian

APPIAN FOR FINANCIAL SERVICES
INTELLIGENT CONTACT CENTER

The Appian Intelligent Contact Center™ powers contact centers at many of the world's leading financial institutions. Backed by the No. 1 rated case management solution, the Intelligent Contact Center™ provides a complete, single view of the customer while driving rapid resolution. The result is superior agent performance and world-class customer experiences.

Financial services customers demand greater customization and personalization of their financial lives. Satisfying these growing expectations is increasingly difficult amid the dizzying pace of FinTech startups entering the market, the growing demand for diversified and unified communication channels, and an ever-changing regulatory environment. The only sustainable competitive advantage for financial institutions is to become customer-obsessed.

Financial institutions' contact centers are integral to this customer obsession. The contact center is responsible for support, interaction, education, and data gathering—and must have the flexibility to handle a constantly evolving array of complex issues. With this growing responsibility, it is more important than ever to ensure the contact center is part of a bank's digital fabric and that agents have a unified view of customers. This way, they are armed with the tools to deliver optimal, accurate, and timely resolutions for your customers.

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MODERNIZE FOR MAXIMUM IMPACT
Transform your financial institution's contact center with an innovative platform that enables you to deliver an integrated customer experience across channels and customer touchpoints—fast.

Exceptional Customer Experiences are consistent across channels and touchpoints, with embedded knowledge management for intelligent agent interactions.

Essential Integration consolidates siloed data and back-office systems to orchestrate complex processes and extend the value of current technology investments.

Phenomenal Agent Experience Case Management integrated with Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA), and other emerging technologies empowers human agents to deliver exceptional customer service and personalized recommendations.
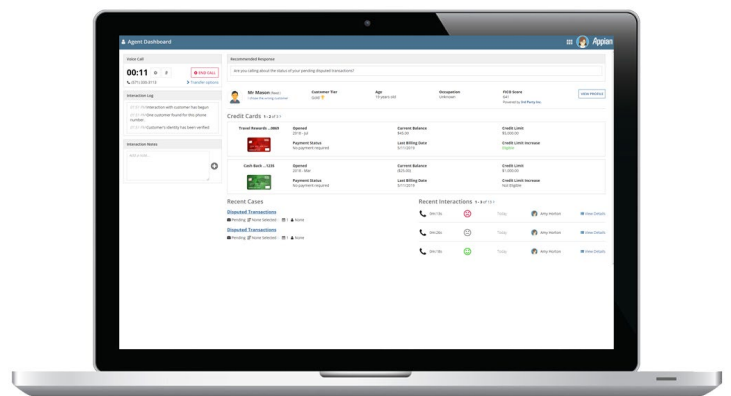
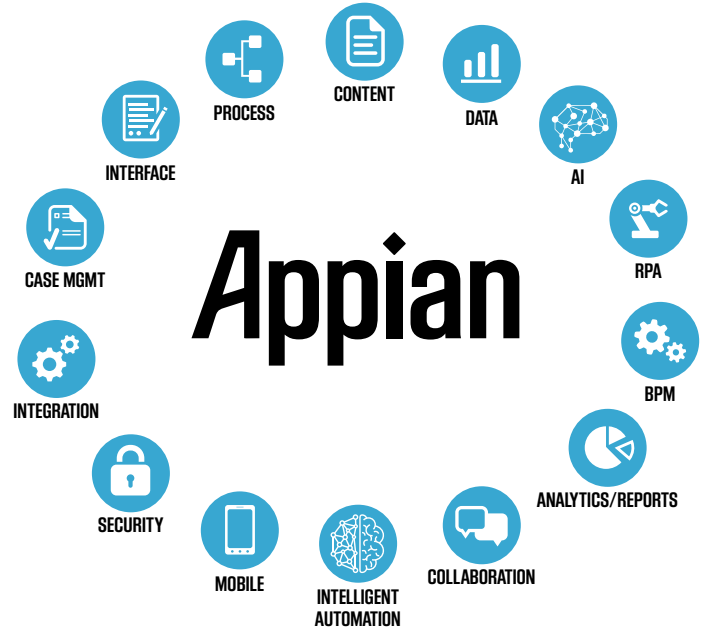## A SINGLE SOLUTION TO IMPROVE CUSTOMER ENGAGEMENT

Unified Customer View
Unify data from across your organization to create one actionable customer view.

Universal Agents
Dynamic Case Management, AI, RPA, and intelligent processes help guide agents to handle any situation — fast.

Omni-Channel Communications
Engage with customers on the channels of their choice for seamless customer experiences

PROCESS · CONTENT · DATA · INTERFACE · AI · RPA · CASE MGMT · BPM · INTEGRATION · ANALYTICS/REPORTS · SECURITY · MOBILE · INTELLIGENT AUTOMATION · COLLABORATION

Appian

EXCEED THE KPIs THAT MATTER MOST:

Increase
Customer Satisfaction Scores
Call Quality Scores
Revenue

Improve
First Call Resolution
Service Level
Agent Productivity

Reduce
Average Handle Time
Cost Per Interaction
Agent Turnover

APPIAN CUSTOMERS ARE REALIZING:

- **80%** reduction in processing time
- **60%** increase in customer satisfaction
- Over **40%** operational cost savings
- **9x** faster customer service

LEADERS IN FINANCIAL SERVICES TRUST APPIAN: sunsuper · BARCLAYS · Target · AVIVA

Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com/finserv