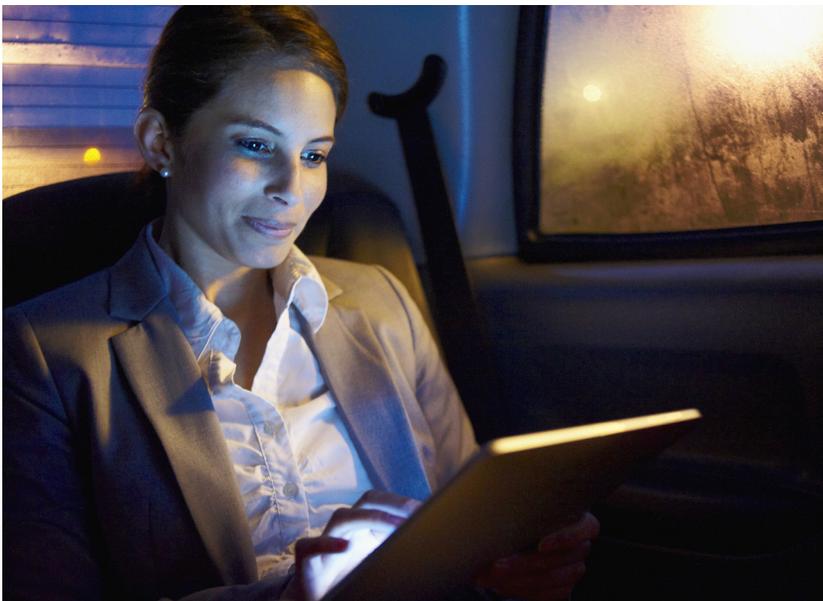


Increase engagement by transforming the customer experience



The digital shift has disrupted what customers expect from financial service providers. Customers now want innovative tools to manage their finances online as well as highly personalized services from their local branch offices.

Revitalize customer engagement with integrated solutions from AT&T. Inspire fresh loyalty by leveraging the highly secure, highly reliable AT&T network underneath industry-leading technologies like digital signage, interactive kiosks, virtual tellers, and video chat. Deploy new solutions globally more quickly with Software-Defined

Networking (SDN), as well as massive point-of-sale connectivity across the AT&T LTE footprint, now covering more than 400 million people in North America. AT&T also delivers intuitive tools to help you understand your network traffic, foundational for collecting consent-based, aggregate data about your visitors.

Benefits of digital transformation



Wallet share

Engagement messaging can cross-promote other products to help maximize revenue



Loyalty

Beacon, QR code, email, and digital survey technology helps facilitate the most relevant conversations



Efficiency

Data-driven, evidence-based decisions help you streamline operations



Cybersecurity

Highly secure, scalable connections help protect corporate and customer data



Targeted marketing

Guest Wi-Fi, analytics, URL, and mobile application insights help enable cost-effective, contextualized messaging

Branch offices remain strategic assets for delivering high-value consultative services, yet brick-and-mortar locations can be significant cost drivers for financial companies. Digital transformation strategies can help reduce physical footprint and redefine marketing, shifting the focus from cost control to exciting new areas of revenue growth.



- 1 Mobility**
Develop and manage content and apps that can help control costs, improve back office efficiency, and optimize reach to employees and customers.
- 2 Digital signage**
Help drive awareness and engagement, quickly respond to product and market adjustments, and cater to preferences, geographic, availability, and demographic data.
- 3 Interactive kiosk / ATM**
Virtual agents can more efficiently expand non-traditional sites and help scale interactions tailored to individual behaviors and preferences at digital self-serve centers.

- 4 Landline texting**
Existing toll-free and landline numbers can send and receive texts with the same familiar interface already popular with employees and customers.
- 5 Business Wi-Fi / Guest Wi-Fi**
Get valuable customer insights for targeted messaging and customer service optimization in near real time.
- 6 Highly secure global network**
Activate the transformational combination of connectivity, mobility, and threat management on the highly secure, highly reliable AT&T network.

The frontier of connectivity

Best-of-breed solutions from AT&T are supported by a proven ecosystem of technology insights. Help customers reward you for the feeling that they are valued participants in a conversation about products and services they perceive as helpful and uncomplicated. Architect remarkable experiences that can help you outpace competitors, anticipate cybersecurity threats, keep up with compliance, and overdeliver for your stakeholders. Transform the customer experience with solutions powered by the people and the global network with more highly secure connections than any other provider in North America.*

*Global coverage claim based on offering discounted voice and data roaming; LTE roaming; voice roaming; and world-capable smartphone and tablets in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries

The new normal in financial services

- Roaming employees with tablets to help make the most of customer time
- Community areas to support local networking events and knowledge-sharing
- Digital signage and message boards featuring relevant, personalized offers
- Contextualized, differentiated advisory services for individual customers
- Interactive kiosks and virtual tellers featuring chat or video
- Simplified self-serve transactions and cloud-based services
- Seamless customer handoff with video, voice, and collaboration tools



Why AT&T? A leader in secure global networking, AT&T has unparalleled experience integrating security, mobility, and Internet of Things (IoT) to deliver business transformation. AT&T can help evaluate gaps between future goals and current technology, and manage the details of implementing cost-effective solutions to reignite customer engagement in financial services.

To learn more about how integrated solutions from AT&T can help you increase engagement and wallet share, contact your AT&T sales representative or visit att.com/financial.

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