

UWS Customer
Management

AURIGA
the banking e-volution

WWS Customer Management

The Superior Customer Welcoming Solution for Branch Banking



WWS Customer Management is an exciting extension of the robust and proven WWS Branch suite that fully streamlines the consumer's in-branch banking experience.

By using WWS Customer Management a bank can empower its branch managers to optimise the cost efficiencies of their branch operations while maximising the add-on sales potential of each consumer interaction.

Searching for a more efficient in-branch consumer experience?

Banks around the world are transforming their branch networks to reduce the cost of operations, serve their customers more efficiently, and grow the profitability of their customer relationships. The branch continues to play a vital role in the overall omnichannel banking strategy. Branches represent the real “glue” between physical and digital channels, because in the customers’ eyes there are no borders between mobile banking apps, ATMs, assisted-service devices or consultants: are all manifestations of the same bank. The automation of traditional teller transactions is often a major element of these branch transformation strategies to fully leverage the advantages of modern assisted-service devices. Delivering consistent and well-orchestrated services across multiple consumer channels is another approach that is being widely adopted. In this context WWS Customer Management can provide banks with even greater benefits in terms of optimising and streamlining their in-branch consumer services.

Searching for a more effective customer queue management and advisory service?

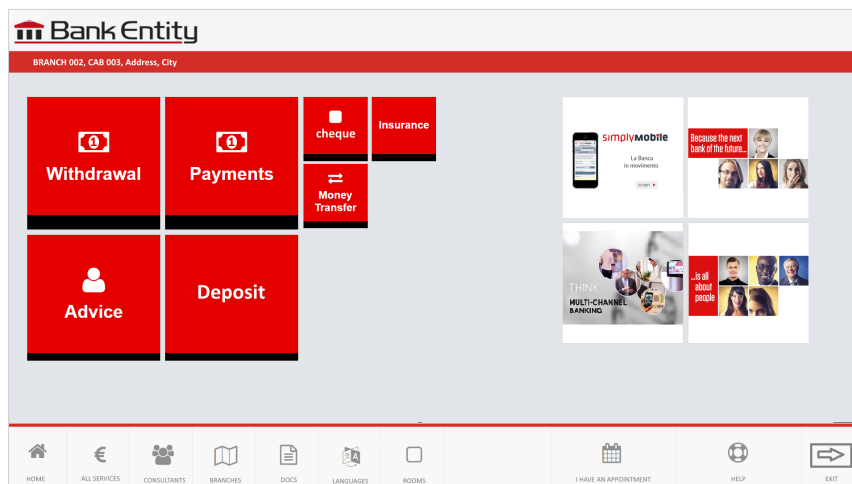
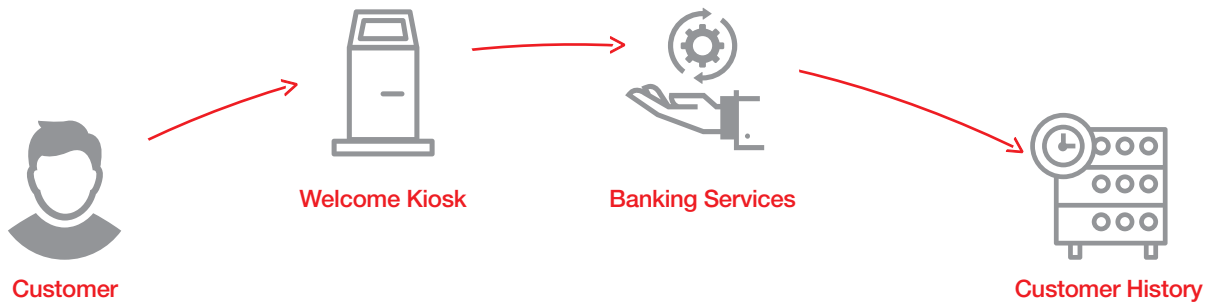
Today's customer is increasingly demanding and sophisticated, more consumerist, and increasingly less loyal. Modern consumers are better informed than ever before and pay increasing attention to the value of the goods or services they buy. The investment in attracting new customers can easily be lost if the service quality and convenience is limited or inconsistent. Therefore, the bank has to ensure it acts to keep customers loyal, such as through rethinking the customers’ entrance and queuing process in-branch. In this context, technology like WWS Customer Management can help in a decisive way, recognizing the customer from the moment they arrive and immediately being able to offer them the right device or consultant for their needs. Furthermore, this solution could improve the customer waiting-time experience, the media and promotional tools around him and the branch environment, making the customer happier with shorter waiting times and more focused interactions, with positive effects on customer retention and satisfaction.

Searching for enhanced branch staff management?

WWS Customer Management provides branch staff with the right tools to manage their customers in an effective way, helping them with self-service interactions, and providing details about financial services and products appropriate for their needs.

Branch staff and consultants readily embrace WWS Customer Management as a means to optimizing their workload and tasks resulting in further improvements to customer service. The system allows branch staff to monitor the customer flow and queue, the self-service operational workflow and availability, and readily check the consultants’ schedules. Using WWS Customer Management for planning ensures that service level goals are met without overspending. The system produces staffing timetables and supports decisions on agent scheduling, budgeting, branch design and long-term planning. Allowing customers to schedule their own appointments through their smartphone offers many benefits for both customers and consultants: for example, it would enable quicker service, shorter lines, and greater agent efficiency. Moreover, when new sales opportunities arise the consultants have more time to prepare and thereby increase their success rates.

WWS Customer Management has been designed to provide an intuitive user-friendly experience, even for consumers with little or no computer experience. Easily deployed on touch screen kiosks, WWS Customer Management provides the consumer with a convenient gateway to all of the banks' services and consultants.



On arrival at the welcome kiosk, consumers identify themselves and are presented with the top level menu. Consumers simply select the services they need and are immediately directed to the appropriate service point, be it a self-service device or a member of the branch team. A service ticket is also provided to ensure a smooth experience even during periods of high demand.

Consumers also have the option of pre-booking access to the self-service machines or consultants using a variety of channels including a handy mobile app. By pre-booking their services consumers can enjoy a queue-free experience. The mobile app also keeps consumers fully updated with helpful real time information relating to the number of tellers available in the branch, the number of waiting customers, and the average waiting time. Armed with this important information, consumers can easily choose between simply walking into their local branch during periods of low activity or booking a future appointment.

Consumer Benefits Summary

- ✓ Ability to book appointments in advance to minimise waiting time;
- ✓ Reduced likelihood of queues for walk-in services;
- ✓ Easier access to product information and promotions of interest;
- ✓ Monitoring of consumer's favourite transactions for faster access;
- ✓ Multilanguage support and choice of identification options;
- ✓ Convenient appointment booking options with consumer's choice of consultant.



Benefits for the Bank

Banks are making significant investments in transforming their branches for greater efficiency, boosting profits, acquiring new customers, and enhancing the quality of the customer interactions.

WWS Customer Management is an essential tool for tracking progress against these essential performance metrics. A variety of graphical and tabular dashboard displays provide finger-tip answers to a variety of important questions including:

- ✓ Is the number of walk-in visits increasing?
- ✓ How many new customers were acquired over the reporting period?
- ✓ What is the rate of demand for a newly promoted service?
- ✓ Which customer demographics are increasing the frequency of their branch visits?
- ✓ How efficiently are we able to service our customers' needs?

In addition to providing a clear view of the branch's performance WWS Customer Management provides a number of additional benefits for the bank including:

- ✓ The ability to entertain and educate waiting consumers using integrated digital signage services to facilitate increased revenues through digital advertising and increased product sales.
- ✓ The creation of a unified appointment scheduling facility accessible through any service channel to maximise access to consultants and product advisors.
- ✓ A consistent and compelling consumer journey from the initial matching of requirements to the appropriate consultants through to the customer messaging both before and after their branch appointments.
- ✓ And the efficient follow up on agreed actions.

