Building a Unified Communications Strategy

More banks are adopting a multichannel approach to streamlining customer interactions — but do they know what doing so really takes?

**Why unify communications now?**

The way customers and their banks interact is shifting: By 2020, roughly 2 billion customers will conduct their banking on mobile phones — far more than online.*

* "Mobile banking users to reach 2 billion by 2020, representing more than 1 in 3 of global adult population," Juniper Research, 2016.

They expect a consistent experience across all service channels and banks are noticing:

- 30% say UC strategies improve customer experience
- 27% say UC improves internal processes
- 57% are already implementing UC

Yet only 18% say they understand UC well

Having — and comprehending — unified communications is going from leading-edge to must-have.

Successfully linking channels relies on the right technology

UC strategies rest on cloud-based services that may be provided as unified-communication-as-service (UCaaS) or even under the larger umbrella of software-as-a-service (SaaS).

**What UC means for customers**

- Seamless experience: Easy navigation across devices (including ATMs)
- Real-time communication: Being able to reach bank experts and service reps through whatever mode they prefer—live chat, phone, email, in person, video and more—and receive a quick, well-informed response
- Improved collaboration: Working with bank employees who have access to a complete, current view of customer information
- Better business banking: Conducting routine transactions such as approving payroll, transferring funds, and paying bills on the go

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**Benefits of cloud-based applications**

- More reliable than hosting on a bank’s internal network
- Access anytime, anywhere
- Easy-to-manage costs
- Always-current software
- Scalable as business grows

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Source: Windstream Emerging Bank Technology Study, SourceMedia Research/American Banker, November 2017

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Presentation by

Banks must offer their customers access to the same information and services across devices and platforms

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**Making UC possible**

Make sure your bank has the foundation in place that unified communications require:

- Prioritize a network that is large and fast enough to support multiple cloud-based applications and your UC strategy
- To optimize UC and UCaaS solutions, use a network vendor that can architect, design and manage a single, integrated solution
- Prioritize reliability: Working with cloud applications often means accessing your bank’s corporate data centers or application providers, including Finisar and IBM, and relying on their SLAs

**The right guiding strategy plus strong underlying technology can put your bank among the UC vanguard.**

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