WORLDLINE

From omnichannel support to tailored financial coaching

WL Conversational Platform

Digital Payments
for a Trusted World

Enrich customer experience through Conversational Banking

The banking sector is currently considered as one of the most competitive and disrupted market in the industry.

Banks are increasingly pressured by new regulation (PSD2, GDPR), by new competition (from Fintechs, GAFA and BATX) and by their own customers – expecting always more real-time and tailored services. Financial institutions are thus swinging between the needs for cost reduction and customer experience enhancement, while exploring the creation of new revenue streams.

Chatbots are gradually becoming a major trend in banking – allowing banks to securely enhance customer journeys with tailored and contextual answers while significantly reducing the customer support costs. Far for replacing human interactions, conversational interfaces are relieving pressure from advisors and help them focus on more complex and valuable services.

Nearly 8 billion people will be using digital voice assistants by 2023.
(Juniper Research, 2019)

By 2030, AI could enable FIs to cut more than 20% of their costs.
(The Financial Brand, 2018)

Reduce Customer Costs

'Customer care' represents significant costs for a bank, with an average $1.3 trillion spent on 265 billion customer service calls each year[1]. In that context, the goal of conversational platforms is to streamline and automate the most tedious customer service tasks and deflect repetitive requests, such as questions about products or card renewal procedures. It also optimizes the escalation process, enabling to understand and qualify the query characteristics, to thus transfer it to the most appropriate agent within the help desk team.

Answer customers' need for personalization

The growing demand of customized and client centric services is a major aspect to consider when providing a customer support and engagement solution. Indeed, 72% of customers consider that the customer service representative has to know their contact, product and service information/history2. Being able to benefit from the right level of information about the customer enables a quicker and more relevant answer. Therefore, this data will be available for banks with the customers' agreement (GDPR compliant).

Enlighten business opportunities

Data generated by automated conversations will not only improve the customer services of banks, but also highlight the opportunities regarding the customers profile and history, through individual and global statistics. The individual contextualization of conversations will enhance specific product push related to a targeted need, while the global statistics will spot out major tendencies that can impact the bank strategy.

To remain competitive on a disrupted market, banks must integrate conversational banking on top of mobile banking, in order to improve business results through costs reduction and cross sales opportunities.

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1   How chatbots can help reduce customer service costs by 30% (IBM 2017)

2   State of Global Customer Service Report (Microsoft, 2017)

WL Conversational Platform

WL Conversational Platform is empowering financial institutions to optimize their customer engagement and support across multiple messaging and voice channels.

Thanks to pre-trained conversations, it is deployable in 3 to 6 months and can address some of the main topics that capture advisors' time and customer concerns.

Omnichannel
24/7
support

Reduced costs
of customer care

Improved satisfaction
levels

New cross-selling
opportunities

The core dialog engine is already fuelled with pre-trained conversations and managed through a single administration console that can be plugged with various NLP providers. The end-to-end solution encompasses all the requirements for agent building and training, from technical assets to learning elements, reducing the costs and the hassle of trying to assemble diverse components of the market by oneself.

Beyond banking, conversational expertise represents the ultimate asset to build a strong and durable relationship with your customers. To help banks constantly improve customer experience and satisfaction, Worldline supports financial institutions in the personalization of the solution and in the addition of specific conversations. Further use cases are already being explored as part of the product in order to meet evolving customer needs and business requirements.

Multi-channel conversational platform with pre-trained bots for messaging and voice interfaces

Pre trained conversations

Pre-packaged text and vocal bots deployable in 3 to 6 months FAQ, Daily Banking and Financial Coaching

Single administration console

Statistics and reporting, actionable insights, configuration and management of the core conversational engine

NLP-agnostic platform

Export your model towards the most relevant NLP providers (e.g. Dialog Flow, RASA)

Adaptability and personalization

Specific integrations and use cases extension capabilities

Learning model (dialog management, customer feedback loops, etc.)

Security

Explore channels specificities and integrate appropriate authentication methods for sensitive operations

About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

worldline.com

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