Customers for Life:

Putting the Human Touch into Digital Banking

Join

Digital transformation — or the integration of digital technology into all areas of business — isn't just a buzzword.

The practice is changing the expectations that customers have of their financial institutions and, therefore, the way banking business is conducted.

Here's an example: According to one survey of 2,000 respondents[1], 91% of customers say they view digital banking as an important factor in choosing where to bank. In fact, they rate the importance of digital options as highly as other factors like quality customer service and overall fraud protection. Also consider that as GenAI continues to evolve, this technology will only help to accelerate digital transformation and digital channels for end customers, as well.

The emergence of digital transformation as an essential banking element is only half of the story, though. While digital options are important, another survey[2] found that direct banking customers rated hybrid experiences — those that offer a balance between technology and real-person interactions — three points higher than digital-only ones.

[1] https://www.fool.com/the-ascent/research/digital-banking-trends/#:~:text=Key%20findings,matters%20most%20across%20all%20generations.
[2] https://reprints2.forrester.com/#/assets/2/145/RES179630/report

That's where Guided CX comes in. As a sophisticated CX channel that connects digital banking customers with a real-life agent at a moment's notice and through various methods, it can bridge the gap and provide that elusive hybrid experience customers say they crave. "When self-serve is no longer sufficient, Guided CX provides the ability for the escalated interaction to an associate to engage with anyone needing assistance, in the moment, and providing a breadth of tools, such as cobrowse, screenshare, document share and video, at the associate's fingertips, to resolve the need," said Chris Duncan, Vice President Solutions Engineering.

With Guided CX offering a way to bridge the two converging needs in the banking world — excellent digital offerings combined with the opportunity for human connection — it's essential that financial decision-makers understand exactly what Guided CX in banking is, as well as what's on the line if they don't consider it for their own institutions.

glance

Guided CX in digital banking:
What it is, and what results it delivers

The simple explanation for Guided CX is that it enables real-life banking agents to use advanced technology to help solve for the complex needs of financial consumers from various touchpoints.

Even post-pandemic, with consumers more used to using digital channels, the desire for human CX increased dramatically.

Last year, we saw an increase in Glance Guided CX sessions 2022-23 vs 2020-21

All Glance Customers	SaaS	FinTech	Healthcare	Financial Services
75%	55%	72%	135%	136%
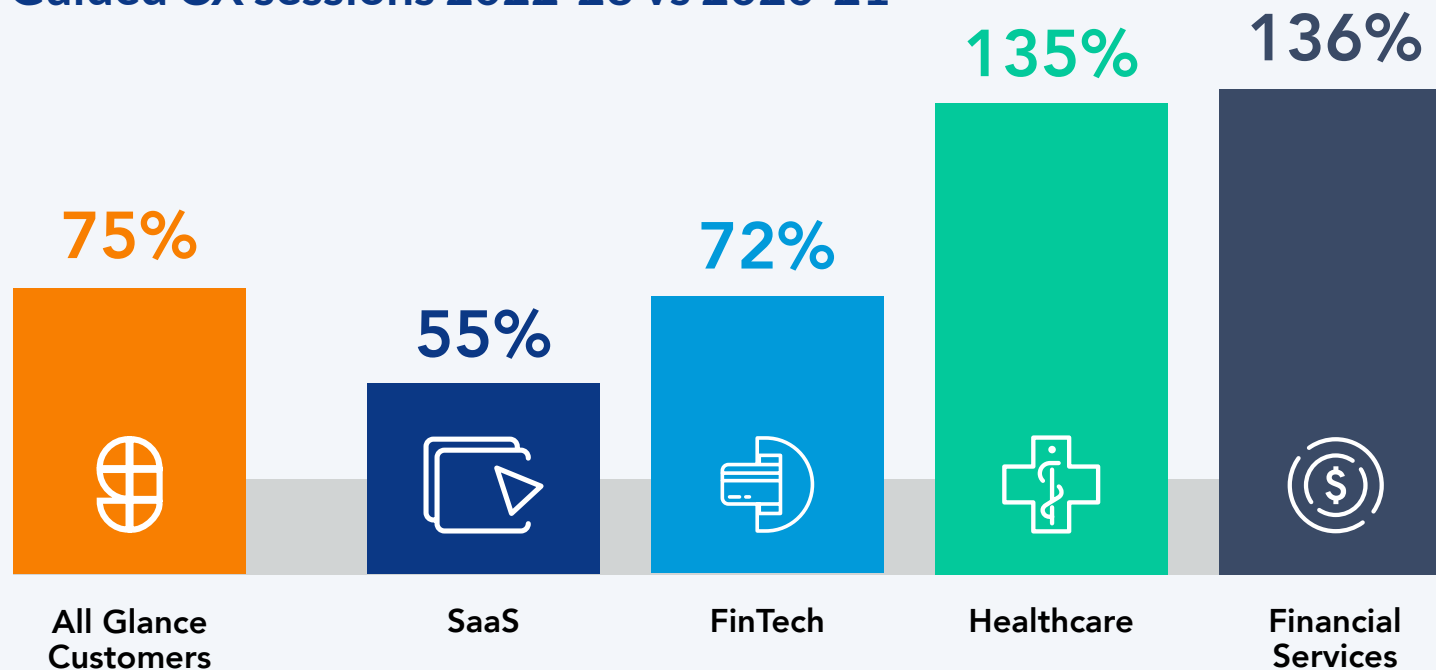
glance

More specifically, "purely digital, particularly experiences where self-service is forced, can feel very disconnected, impersonal, and with no empathy," said the Glance insider. "It can feel as though the company doesn't care about the person being a customer. Companies that can offer alternatives that have the same convenience or connectivity, while offering a personalized and humanized interaction where needed, create a noticeable improvement in customer service perception. This generally drives higher customer loyalty, trust, and fiscal engagement with that business. Just as more people are willing to do business with people that they perceive are looking out for them, most people have the same viewpoint on businesses."

In fact, Guided CX is becoming an essential piece of technology for banking institutions that are focused on building their customer experience. Although Guided CX saw a boost during the pandemic when customers moved most of their banking online, the technology continues to grow post-pandemic, as well. Consumers are now used to working digitally, of course, but the ability to have a human interaction — combined with a seamless digital experience — takes the overall customer experience to the next level.

From simple things like opening accounts, paying bills and transferring funds to more complex tasks, like investment and wealth management, Guided CX provides agents with the opportunity to offer digitally aided, real-life human interactions.

This is often achieved through the use of co-browsing screens. Cobrowse allows the agent and customer to see each other's faces, while the agent also gets to see what the customers themselves are seeing online. With Glance, for example, bankers can see exactly what an account holder sees on their screen as that customer navigates the online banking app, all so that agents can expertly guide customers through their transaction. Agents can go deeper, as well, by sharing their video with customers, screen sharing, and collaborating on relevant documents. Sensitive personal information remains hidden from the agent throughout the entire process, even while essential documents are easily shared back and forth.

"Glance collaboration sessions can be launched easily by the banker, and Glance requires no download from the customer," said the Glance insider. "It's a frictionless experience for the banker and the customer, and it works with any computer or mobile web browser the customer might be using."

> **Glance collaboration sessions can be launched easily by the banker, and Glance requires no download from the customer,"** said Chris Duncan, Vice President Solutions Engineering. "It's a frictionless experience for the banker and the customer, and it works with any computer or mobile web browser the customer might be using."

By joining live, agents can guide customers through specific financial processes that require a nuanced touch, address vexing financial inquiries, and explain confusing jargon in layman's terms—all virtually, without customers needing to visit a branch.

Guided CX provides real-time human help through advanced digital technology. It enhances customer service efficiency for agents and improves the overall experience for customers.

glance

A better customer experience

Customer loyalty can be hard to come by these days. Recent studies have found that 46% of banking customers are open to switching to another bank to address their specific needs[3].

Luckily, some banks that offer Guided CX features have seen customers report a 97% satisfaction rate with bank employees, as well as a 10-point increase in branch satisfaction scores when customers use co-browse[4].
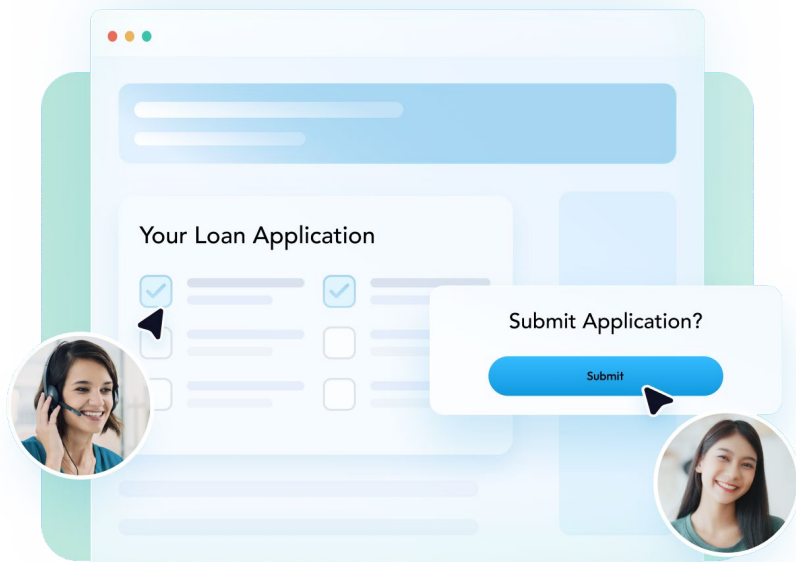
Here are a few more specific ways that Guided CX helps customers and agents.

- **HUMAN CONNECTION:** Digital access to everything is convenient, but digital spaces can be lonely. At the end of the day, humans long for human connection.

- **USER FRIENDLINESS:** Using Guided CX is as easy as touching a button. Any customer who's used a live chat or chatbot function can do it.

- **SAFETY AND SECURITY:** Essential data is kept hidden from the agent, even as he or she navigates to help the customer solve for their issue.

- **TIME-SAVING CAPABILITIES:** Walking a customer through a confusing task helps save time and frustration on the customers part.

- **PEACE OF MIND:** Customers who receive direct guidance from an actual person — even in a digital space — are more likely to feel understood and confident in their decision making.

[3] https://www.vericast.com/press-release/57-of-consumers-will-stay-with-their-bank-unless-offered-attractive-incentives-elsewhere-vericast-research-finds/
[4] https://www.usbank.com/about-us-bank/company-blog/article-library/new-survey-results-underscore-the-popularity-of-cobrowse.html

glance

Financial employee perks

Customers aren't the only ones reaping rewards from the use of Guided CX. Banking agents love it, too. Glance is a crucial component of the customer and expert experience. Customer success is not a cost center — it's a revenue driver.

Some additional things banking employees like about the product include:

- **It reduces average handle time:** By allowing agents to handle customer issues more quickly, they're able to do their jobs with less frustration themselves and happier customers overall.

- **It sits seamlessly alongside other CX channels:** By blending in with the technology your agents are already used to, there is less of a learning curve when it comes to figuring out the system and making the most of its benefits.

- **It improves the overall employee experience:** As GenAI starts handling more routine questions, the employee's role is elevated over time as they are left with more room to handle complex interaction with customers.

- **It turns dead-end digital touchpoints back into loyalty-building opportunities:** Guided CX allows agents to build on a customer relationship, positioning them as the true expert, rather than handling the same rote customer service duties day in and day out.

glance

Overcoming CX leader challenges

While banks have mastered the digital-only customer experience — 97% of consumers say their bank's online and mobile experience is either "excellent," "very good," or "good"[5] — that push towards digital-perfection tends to leave an emotional void where connection with a live human used to exist.

Customers have noticed. This loss of human connection "is exactly why the use of Glance can be so effective," said the Glance insider "Most humans still prefer engagement with another human for any somewhat complex interactions, or certainly for problem resolutions, rather than a machine. Humans today are busy, and this often is the determination not to go into the branches, so the convenience of an online resolution becomes very attractive. The ultimate answer is to combine the convenience of the online interaction with the preferred human-to-human interaction when the business need calls for it."

With the banking industry focusing more on where to increase their investments in a way that truly benefits the customer while also increasing ROI, Guided CX is more critical than ever. This is especially true as the technology sitting between customers and human advice grows. "AI is a powerful tool that can assist in providing additional impact to the Glance experience," said the Glance insider. "By utilizing customer AI and routing engines, Glance can initiate sessions automatically at the associate desktop and be guided by business rules that the business has determined as the most effective way to resolve the interaction."

[5] https://www.aba.com/about-us/press-room/press-releases/consumer-survey-digital-banking-experience-2023

glance

This usage also saves the associate time from having to make the determination, creates a more consistent interaction experience for customers, and creates an optimal opportunity for effective customer engagement. "Things like utilizing customer preferences for Guided CX in their profile and automatically starting a session based on that are the types of refined customer engagement that makes for a memorable interaction that customers want to maintain doing business with the company implementing that type of personal touch."

By combining technology with the nurturing, holistic relationships that only real human connection can build, financial leaders can confidently meet both objectives.

They can also ensure their customers' privacy is protected. For example, Glance is engineered to comply with the strictest security and privacy standards in financial services. Sensitive personal information in the customer's online banking account can be masked from the assisting banker's view, and Glance encrypts all transmitted data and employs enterprise-class SSO.

glance

The customer experience with Guided CX — a scenario

Imagine the following: There's a U.S.-based customer — we'll call her Mary — who calls an agent at your branch, let's name him Jeff.

Mary is a traveling nurse based in California. While she's away on work, she has called because she needs help applying for a mortgage on a house back in her hometown that she and her family have fallen in love with. She needs to move quickly but doesn't have a lot of time to figure out the process while she's traveling for work.

Jeff, in his infinite wisdom, suggests using the bank's [new cobrowse with video feature](#) to work on the application together. Mary doesn't even need to log in. She simply opens the app on her phone and reads Jeff the secure four-digit code that pops up. Jeff's face appears instantly, making her interaction feel personal and reassuring. Using the features of cobrowse, Jeff walks walks Mary, step-by-step, through the entire process, to include answering any questions she has along the way.

Mary never enters a branch. She doesn't waste precious time waiting on a call line.

Yet, she receives personalized help from a local human agent who quickly resolves her issue. It's a win-win: Mary feels valued by her bank, and Jeff can assist a customer efficiently and seamlessly.

glance

These days, most banks aim to achieve the elusive goal of retaining customers without over-investing in complex, ineffective technology.

> **" Today's marketplace demands flexibility on how customers can connect on their terms but provide the same level of experience they commonly prefer from face-to-face interaction in traditional branch offices,"** said the Glance insider.

With Guided CX, banks get the best of both worlds. Financial institutions using this technology report increased customer satisfaction, loyalty, and revenue, alongside improved employee productivity and happiness. By blending digital-first and human interactions, any bank can become a world-class innovator and surpass competitors.

All it takes is a Glance.

glance

Glance Guided CX™ helps enterprises earn, keep, and grow customers through instant, personal, human-to-human collaboration sessions within their mobile apps, portals, and websites. Glance is easy for everyone and works on any platform or device. The world's most recognizable brands trust Glance in moments that matter to build relationships, increase revenue, and boost customer lifetime value. Discover how to create wow-worthy human CX at glance.cx.

glance

studio / **ID**   BY INDUSTRY DIVE

studioID is Industry Dive's global content studio offering brands an ROI rich tool kit: Deep industry expertise, first-party audience insights, an editorial approach to brand storytelling, and targeted distribution capabilities. Our trusted in-house content marketers help brands power insights-fueled content programs that nurture prospects and customers from discovery through to purchase, connecting brand to demand.

Learn more