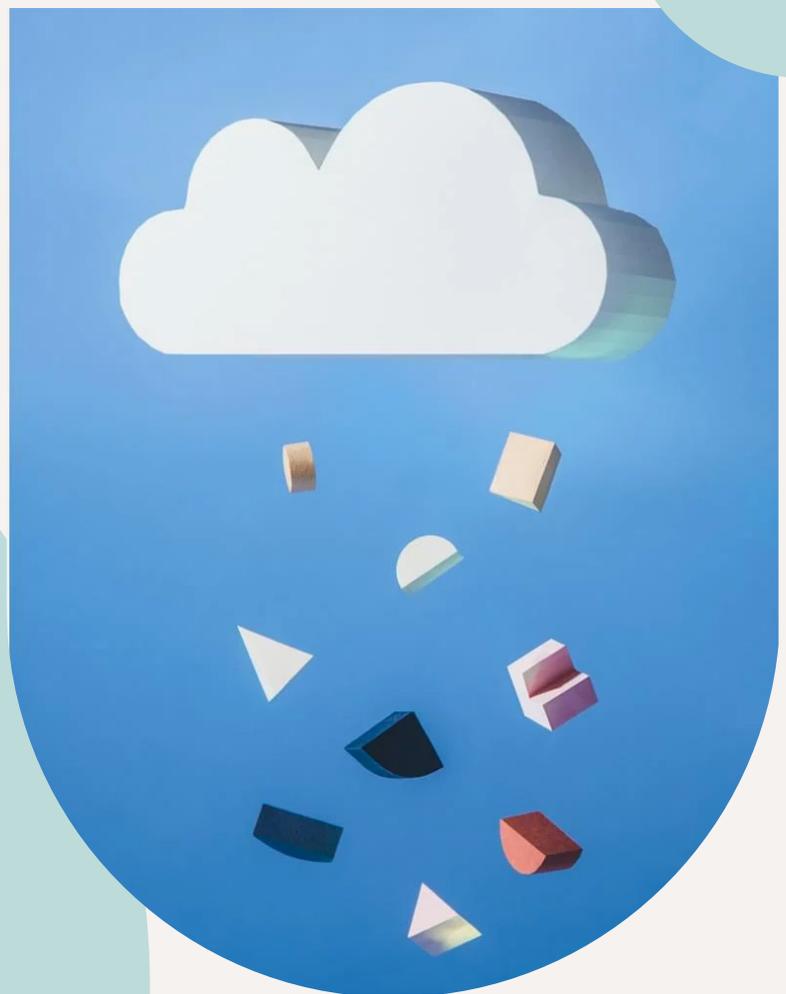




How financial services companies transform with Zendesk





03

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Financial services—an industry that's embracing the customer experience

Once seen as an industry steeped in tradition and with little hands-on customer support, financial services is in the midst of a service revolution. Driven by new online firms determined to disrupt the market, the industry now understands that customer-first philosophies and a strong digital presence are essential keys to modernizing the customer experience, making it easy for customers to get advice, help, and support across many channels with a unified experience. Additionally, these companies must continue to adhere to the most advanced security measures with customer data, while also providing a more personalized customer experience.

Those conclusions stem from what customers are saying: 64% expect to receive real-time assistance regardless of the channel they use, and 40% of banking clients would be more inclined to stay with their bank if it offered more personalized service.

This is where Zendesk comes in. We enable financial institutions to rapidly streamline their customer communications with our omnichannel solution, and clients can ask a quick question in chat and follow-up over email or phone without losing context. Financial services firms are beginning to realize that making an investment in basic customer experience can increase customer satisfaction immediately, and the technology can be executed in days, rather than weeks. Taking it a step farther will ensure clients become long-term, multi-product customers with a foundation of trust in their financial institution.

In an industry where service providers are connected to some of the most intimate and important parts of their clients' life, building a sense of partnership in goal accomplishment is critical to establishing long-term customer relationships. And helping partners manage their customer relationships is Zendesk's bread-and-butter.

Increasing customer satisfaction and agent productivity with automated workflows

**Agents**

19

CSAT

96%

Tickets per month:

2,500

Average call wait time

11 seconds

Challenge

If there's one thing humans excel at, it's finding reasons to procrastinate. After all, the dishes can be done tomorrow, and that life insurance paperwork? That can be dealt with next week—or maybe the week after that. However, while letting the dishes sit an extra day isn't a big deal, neglecting to get life insurance is a misstep that can severely impact the lives of your loved ones—and one that's easy to make when it normally involves page-after-page of time-consuming paperwork. That's why Singapore Life, a digital-only life insurance company, has eliminated the tedium of paperwork so that its customers can focus on getting the coverage they need. Yet the company's dedication to streamlining the life insurance process goes beyond simply removing paperwork; it also chooses like-minded technology partners to streamline all of its business functions, which is why the company adopted Zendesk in 2017 to ensure a great customer experience for its clients.

Singapore Life needed a support solution that:

- Helped the company offer personalized service to its clients
- Could be used by every team, including IT, finance, and underwriting

- Drove efficiency and would help meet regulatory requirements

Solution

By implementing Zendesk, Singapore Life was able to focus on improving the customer experience, which the company identified as a key driver for customer retention. Using Zendesk, Singapore Life created a rich repository of self-service content that helps the support team spend time on more complex tasks; and with Zendesk's advanced workflow features, that team can track and manage changes to customer policies efficiently.

Solution Benefits:

- Workflows that help the team manage policy changes
- The creation of self-service content that answers common questions
- Slack integration ensures customer tickets receive the attention needed from cross-functional teams

Impact

When Singapore Life acquired a competitor, it used Zendesk to successfully manage the surge in

support requests. Now Singapore Life operates more efficiently, giving the business essential flexibility in an intensely competitive environment. Singapore Life can now provide consistent and efficient support across all the channels it monitors through Zendesk: email, phone, live chat. It also leaves the company time to closely monitor contacts through Whatsapp as well as devote attention to the third-party financial advisors they work with.

Singapore Life now has:

- Greater visibility in chat communications between third-party advisors and clients
- The ability to respond effectively to spikes in support requests
- A consistent 96% CSAT score

"Zendesk was the obvious choice for us because it helps us do our job far, far more efficiently."

James Shanahan
Chief Operating Officer
Singapore Life

LINCOLN INVESTMENT

Agents

150

Tickets per month

6,000

First reply time

1.4 hours

Full resolution time

1.2 hours

Challenge

Lincoln Investment is one of the fastest-growing independent full-service broker/dealers in the industry. As such, its financial advisors spend a lot of time crunching numbers. But its real business is building relationships with and between clients, advisors, and team members. As Lincoln Investment's business grew, the company knew that to keep providing excellent customer service to its clients, it had to move away from its email-based support system to a new solution.

Lincoln Investment needed a support solution that:

- Would be an enterprise-level offering with built-in efficiency gains
- Modernized existing processes and on-premise systems and solutions
- Could provide rich, actionable metrics

Solution

Lincoln Investment chose Zendesk, which after an initial trial period, was adopted not just for support operations but for IT, human resources, and other teams. Now, the company no longer wastes time trying to track thousands of emails, leaders have a

global view of operations, and Zendesk's API enables Lincoln Investment to pull in data from a host of sources into a single view.

Solution Benefits:

- Greater collaboration and performance tracking
- Better agent efficiency and satisfaction
- Integration of multiple sources of data, with improved security measures

Impact

Soon after adopting Zendesk Support, Lincoln Investment cut first reply and resolution times in half; meanwhile, the business set up SLAs to ensure that valuable clients were provided consistent service, helping with retention and satisfaction. With better tools in place, Lincoln Investment's team of advisors are better equipped to serve their clients.

Lincoln Investment now has:

- First reply and resolution times that have been cut in half
- SLAs set up to ensure customer retention
- A single portal to view all open issues

"If we're not able to effectively service the advisor, we stand in the way of business entering our door. Having a seamless help desk solution that works across the enterprise, and can quickly surface roadblocks and allow us to remove them, is a huge benefit."

Guru Rao
Vice President of Applications Development

Build client relationships with conversational messaging



Tickets per month

35,000

Number of channels

12

Tickets deflected/month with Guide

12,000

Challenge

Alfa-Bank Belarus, a subsidiary of Alfa-Bank, is the eighth largest bank in the nation, serving 350,000 customers—despite operating in the Eastern European country for just three years. So how did Alfa-Bank Belarus grow its customer base to 350,000 in such a short time, and how would it ensure that it kept those customers happy? By pursuing a strategy that prioritized its mobile application and innovative digital products, the company met a growing demand for fresh, convenient banking options.

Alfa-Bank Belarus needed a support solution that:

- Offered mobile SDK with a rich feature set
- Provided an API for data centralization and customization
- Met privacy and security requirements to protect customers

Solution

By implementing Zendesk, Alfa-Bank Belarus was able to offer a true omnichannel environment for its customers. And with the implementation of live chat with agents, the bank provided a flexible,

convenient way for customers to get issues resolved while on the go (customers can also reach Alfa-Bank through multiple messaging apps as well as through social networks). Meanwhile, the development of crucial self-service content via a Zendesk powered help center played an important role in deflecting tickets.

Solution Benefits:

- An omnichannel environment that empowers customers
- Robust self-service options
- Flexible chat capabilities that enrich the customer experience

Impact

Now Alfa-Bank Belarus sees upwards of 80,000 views per month of its self-service content, which consists of more than 500 articles updated on a frequent basis—and that means 12,000 fewer tickets per month. First-reply times clock in under less than a minute, and customers regularly award the bank with high approval ratings. And importantly, these efficiencies have allowed Alfa-Bank Belarus to keep its support staff at manageable levels.

Alfa-Bank Belarus now has:

- A 93% CSAT rating
- 12,000 fewer tickets per month due to self-service content
- First-reply times under a minute

"We were looking for a help desk system that would provide us with wide opportunities to work with API and SDK, at the same time complying with all the latest security standards. We quickly realized that only Zendesk met all our requirements."

Vyacheslav Skorbezh
Director of Communications

Deflect tickets and answer your clients faster without having to engage an agent, courtesy of the AI-powered Answer Bot



Agents:

600

Light agents

250

Tickets per month

50,000

Answer Bot resolution rate

12%

Challenge

LendingClub connects U.S. borrowers and investors through an online marketplace that offers ethical and easy ways to access credit. In 2015, the lender realized that to achieve its mission of providing excellent customer service, it needed to adopt a new customer support strategy—and for its solution, the company chose Zendesk.

LendingClub needed a support solution that:

- Would help the lender provide a richer customer experience
- Provided the means to handle large numbers of tickets
- Offered actionable metrics about agent performance and customer satisfaction

Solution

With Zendesk in place, LendingClub has the flexibility to adjust workflows, forms, and macros to give its support team the ability to provide exceptional customer service. It has also, with the help of Zendesk-powered machine learning and help centers, given its clients a host of tools to resolve issues on their own, a key driver in maintaining a high level of customer satisfaction.

Solution Benefits:

- Integration with its third-party telephony service
- Workflows, macros, and triggers that boost agent efficiency
- Answer Bot, a hit with LendingClub's customers

Impact

By implementing Zendesk—over a mere nine days—LendingClub gave its agents an easy-to-use solution that greatly increased productivity. In addition, Zendesk-powered help centers pushed the company to an 11:1 ratio of self-service to tickets, and AI has driven even more savings and efficiencies.

LendingClub now has:

- Improved agent efficiency (resolution of 220 emails per day, up from 80)
- Tighter security of customer data
- Cost savings due to Answer Bot's 12% resolution rate

"Answer Bot has been helpful in addressing some quick questions for our customers. We're happy to see customers find the answers they need, when they need it. Answer Bot points them in the right direction to find solutions independently."

Alina Doyle
LendingClub specialist

Homebridge®

Agents

15

CSAT

100%

Increase in agent efficiency

+23%

ROI

158%

Time to value

4 months

Challenge

As countless homeowners have discovered over the years, securing a home loan can be a stressful experience. That's why mortgage lender Homebridge focuses on making clients feel supported, informed, and confident—customer service is key to the company's efforts to be a trusted lender and to ensure that clients get the right loans. But as the company grew, Homebridge discovered that its reliance on shared Microsoft Outlook email inboxes was woefully inadequate for managing the mortgage lending process.

Homebridge needed a support solution that:

- Provided a unified view of customer interactions
- Could be used across a variety of teams, including HR, Marketing, and Compliance
- Drives revenue by making it easier for customers to navigate the mortgage process

Solution

Homebridge embraced Zendesk, which allows agents to proactively reach out to site visitors, which decreased the bounce rate; meanwhile,

reporting capabilities enabled the business to track gaps in service and monitor employee performance. And because Homebridge is a multi-brand enterprise, it used Zendesk's multi-brand feature to brand its help centers clearly.

Solution Benefits:

- Increased sales pipeline
- Visibility into support issues that could harm retention rates
- Greater agent efficiency

Impact

Homebridge now has 15 departments using Zendesk, which has led to a 23% increase in efficiency while marking a 158% ROI. The lender has also tripled in size while maintaining high levels of customer satisfaction. Proactive chats initiated by agents help to decrease the bounce rate of site visitors; meanwhile, the customer service team reaches out to visitors and asks them to fill out a simple form. In this way, agents are garnering valuable sales leads and helping accelerate the loans process.

Homebridge now has:

- Reduced mortgage approval times
- Increased customer retention and improved relationships
- Improved data security, driven collaboration, and boosted customer satisfaction

"Having all the customer data in a single place helps us to achieve a high and consistent level of customer satisfaction. . . We can collaborate better, and we have the visibility to see and report on everything. . . Zendesk also improves security by allowing us to control access to sensitive content."

Ben Chapman
Director of Client-facing Experience
and Analytics

Conclusion



Simply put, Zendesk is a customer service and engagement platform for financial firms that want to deliver the best brand experiences for their clients with the most secure, personalized service. With Zendesk, banks, fintechs, and insurance companies can deliver seamless, brand-appropriate omnichannel experiences and AI-powered self-service to clients, and agents get powerful, in-context workspaces and unified knowledge

management for personalized service.

With Zendesk's actionable metrics and flexibility, financial services businesses can tailor their support experiences to not merely satisfy their customers but to develop long-term relationships with them. And in an increasingly crowded marketplace, focusing on the customer experience can set financial services firms apart from their competitors.