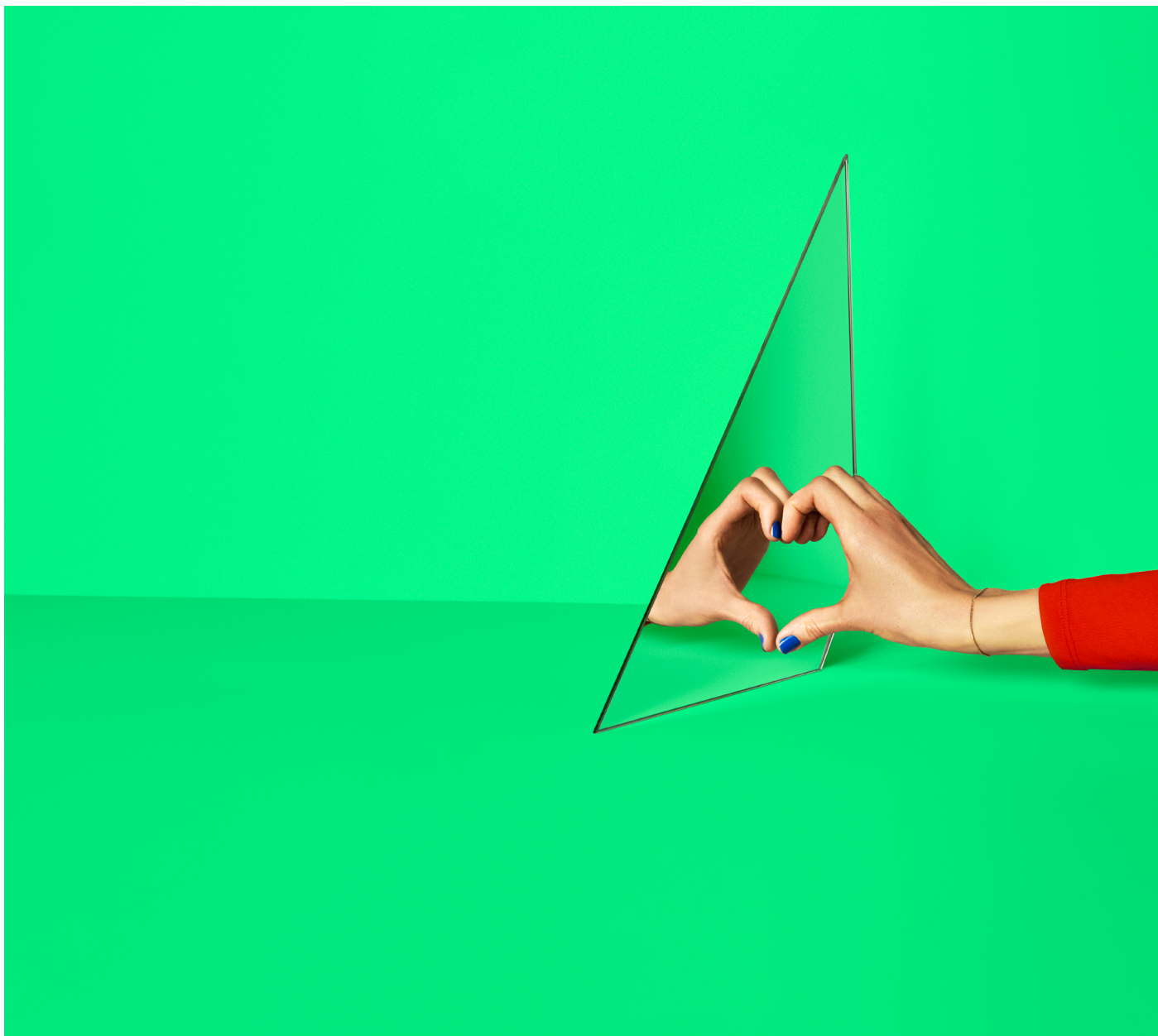


Unlock compliant financial services and enhanced digital services...

**Stay on the right side
of your customers.
And the law.**



Strict compliance laws and regulations are increasingly keeping financial services companies on their toes. That's only half of it.

Today's consumer has higher expectations than ever before, demanding improved digital experiences and fast, meaningful customer service every time.

Relax, with NFON solutions for Financial Services, you'll be getting admiring nods from those government lawyers and your customers.

6 challenges facing modern financial services businesses

01 Compliance, compliance and more compliance

Financial services companies now face stricter laws than ever before. And the punishments for non-compliance with regulations like MiFID II and GDPR can be eye-watering. So how can you protect consumer privacy and personal information while building trust?

02 Being 'always on' to keep up with the modern customer

According to Insurance Europe¹, customers today expect to engage with their insurers whenever and however they want. They need to be able to offer innovation like smart contracts and in-app claims processing – anytime, anywhere and on any device.

03 The need for personalised banking experiences

To give the modern digitally-savvy financial customer the service they expect, businesses must embrace digital technologies like Artificial Intelligence (AI) and Blockchain to develop customer-winning products and experiences.

04 Do more with less

All these challenges must be handled more efficiently, with fewer staff members. The European Banking Federation reports a steady decline in the number of employees in credit institutions². Many organisations now run a hybrid workforce and staff need to be able to deliver service excellence from anywhere.

05 Providing a seamless omnichannel service

Customer onboarding, claims, queries and complaints need to be handled efficiently, first time, on any channel the customer chooses. What's more, at every touchpoint, the contact centre agent needs to be able to see a full record of all the customer's previous communication so they can provide the seamless service required.

06 No room for error, right from the outset

These days, the customer is spoilt for choice. That's why the customer experience is now the top differentiator in insurance and banking, from the onboarding process onwards. That's why you need a cloud telephony system integrated with all other touchpoints in the customer experience (CX) journey.

^{1&2} content.nfon.com/en/why-retailers-should-opt-for-cloud-telephony

Give your digitally-savvy customers **the seamless service they demand**

Advanced cloud-based business communications create a collaborative customer experience environment. You can integrate every channel so the right people (customers, staff or suppliers) always get the right information at the right time.

You need to compete with the FinTech start-ups that are stealing the lunch of the established players, leading with customer-friendly solutions developed from the ground up with none of the legacy system issues that are causing hiccups for many of the old stagers.

Security? The alarm bells are ringing

Cyber-security will be one of the top risks facing financial institutions.¹ Because the cloud is secure, stable and scalable, you can trust cloud-based platforms with sensitive data, high-volume demand and your need to be always-on, always available.

Customers spending more time online, less in branches

As financial institutions invest in self-service digital channels and mobile and online banking grow in popularity, there's a need to move more customers to a hybrid set-up.

Simplified user-friendly services and integrating voice, video, data and applications make it easy for your team to move up a gear. Cloud-based solutions like NFON are designed to support the employee experience through seamless communication – no matter where a team member is or what device they are using. The cloud also offers new data-driven marketing insights that enable your people to make better decisions, faster.

Compliance worries? What compliance worries

Regulations are getting tougher all the time. The cloud makes it easier to offer a total compliant service that will never get caught out by the next update in the pipeline. NFON offers an enterprise-grade solution with compliant call recording (MiFID II) and the highest data security standards to meet GDPR requirements.

Platform that grows at the same pace as your business

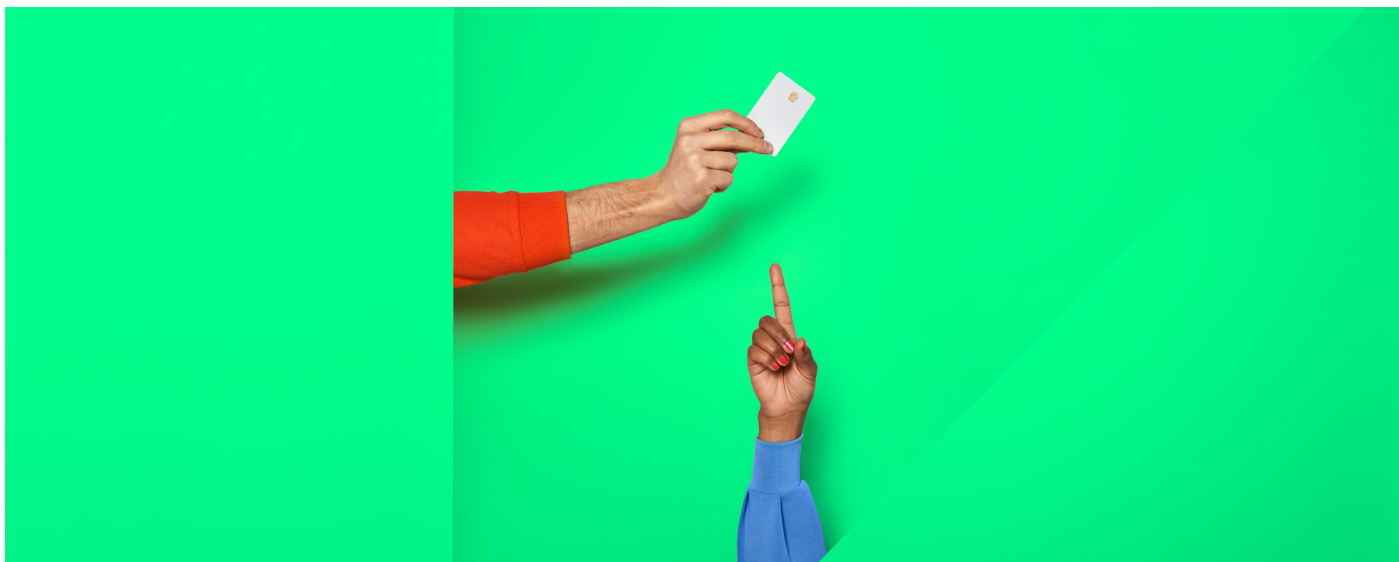
Life's easier when you have a solid, open and extendible platform to build on. Cloud-based solutions make it easy for you to scale up or down in a cost-effective way. Better still, they combine a single phone number and inbox with intuitive communication tools so no customer contact slips through the net.



Cost savings are the cherry on the cake

Every financial business is under pressure right now to reduce costs while increasing the level of personalised service. The cloud significantly reduces IT total cost of ownership for communications.

¹ content.nfon.com/en/why-retailers-should-opt-for-cloud-telephony



Join the **financial services revolution** with NFON

Now you know the way things are going, it's time to speak to NFON to learn more about how their cloud communication platform can improve productivity and futureproof your business.

✧ **Update your communications operating model** - to keep up with the ever-evolving customer and to make sure you can take other future disruptions in your stride.

✧ **Slash costs** - legacy systems are limiting the ability to develop and the ability to compete on cost. Moving to the cloud allows organisations to move their communication expenditures from capital expenditure (CapEx) to an operational expenditure (OpEx). Stripping away the jargon, that means you know where you are with bills and there's less need for hardware maintenance and expensive upgrades. With cloud-based communications, you can save a whopping 50% compared with traditional PBX systems.

✧ **The more you know, the quicker you grow** - Build the technology capabilities to learn more about your customers' needs. Get new insights to help you make better decisions, faster.

✧ **Prepare architecture to connect to anything, anywhere** - Connect all your branches (and your home workers) seamlessly. Enterprise

architects see the cloud as a way to access actionable customer information on a large scale, providing insights across geographies, brands and products.

✧ **Launch a new breed of super-agents** - By combining voice, video, data, and applications, modern Business Communications can free up 30-45 minutes per week per agent, giving them more time to get more done.

✧ **Embrace flexibility and scalability** - Cloud technology empowers financial organisations to grow and take their businesses to new heights, modernising the workspace into the digital era and connecting branches and head office.

✧ **Look after your customer data as well as you look after your customers** - Security has always been a top priority for financial institutions and now tighter regulations mean safeguarding customer data is a top priority.

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Game-changing features



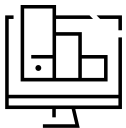
Omnichannel digital customer support



Easy link-up with your existing setups



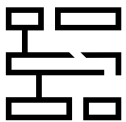
Integrate over 200 CRM systems at the touch of a button



Monitor calls, queues and outbound campaigns as they happen



Join the conversation from **anywhere, anytime and any device**



Interactive voice response (IVR) for high-value low-cost interactions



Call recording solutions protect you from liability risks and penalties by **encrypting and archiving calls for at least five years**



A piece of cake to set up, maintain and scale

NFON's specialist solutions for financial services include:

- **Neorecording** for easy compliance
- **Nconnect Data** for optimal IP telephony performance and data monitoring
- **Contact Center Hub** for consistent experience across all channels, with advanced reporting tools
- **Nmonitoring Queues** for in-depth insights into agent performance
- **Noperatorpanel** for professional voice reception and NFON Integration for Microsoft Teams to integrate with legacy or IP PBX systems
- **NFON Integration for Microsoft Teams*** – make phone calls direct from Microsoft Teams to keep your solution simple
- **ASC Recording Insights** – NFON Integration for Microsoft Teams* – the perfect add-on to our Premium or Standard Integration for Microsoft Teams*. Compliant. Automated. It protects your business from legal liabilities and helps you deliver a top-notch service. *(UK Only)*

*Microsoft Teams is a trademark of the Microsoft group of companies

More compliant, **less worries.**