

Create better **customer experiences** at lower cost using **Contact Center AI**

Google Cloud's intuitive Contact Center AI offers retail banks a cost-effective way to improve caller experience & operational efficiency

Contact centers are struggling to keep up with rising customer expectations, and are looking for solutions to bolster user experience. However, current contact center solutions are expensive and time-consuming to set up and run.

Technical solutions like interactive voice response (IVR) have helped, but aren't always meeting customer expectations. And for retail banks, customer satisfaction is important to ensure, as 30% of critical customer interactions at financial institutions occur in contact centers.¹

Banking call centers that use chat save over **4 minutes per inquiry**, or **\$0.50-\$0.70** per interaction²

In 2023, **40%** of contact center interactions will be **fully automated by using artificial intelligence**, machine learning, and self-services³

Transform your contact center. **Provide a better experience at a lower cost with Contact Center AI**



Generate human-like text-to-speech and speech-to-text conversations



Get **AI-powered** virtual agents with **machine learning** for adaptive routing



Run **auto-tuned**, AI-driven speech models on **tensor processing units (TPUs)**



Surface relevant insights and bank account holder information in real-time to agents



Integrate with existing technology systems for a seamless **omnichannel experience**



¹ Forbes: [Reinventing the Bank Contact Center](#)

² Juniper: [Chatbots, a Game Changer for Banking and Healthcare](#)

³ Gartner: [Forecast Analysis: Contact Centers, Worldwide](#)

Automate simple interactions, so agents can focus on more complex cases

- 1 Virtual Agent**
Gives customers 24/7 access to immediate conversational self-service, with seamless handoffs to live agents for more complex issues
- 2 Agent Assist**
Empowers agents with continuous support during their calls by identifying intent and providing real-time, step-by-step assistance
- 3 Insights**
Uses natural language processing (NLP) to identify call drivers, popular questions, and other information to improve call outcomes while reducing manual workload for agents

Why Google Cloud?

-  **Trust with purpose**
Help protect your regulated data using secure, immutable storage.
-  **Choice & flexibility**
Modernize or build applications and run them anywhere.
-  **Speed & scale of user experiences**
Automate analytics and reduce costs by modernizing your infrastructure.
-  **Highest quality AI/ML, data solutions**
Leverage AI/ML to deepen data insights and create greater business value.
-  **Innovation culture**
Apply technology from the best of Google to transform across your bank.

See benefits across the entire bank*

Agent Reskilling

10-25% faster handling

Lower call handle times leads to more optimized and effective agent activities

Churn Reduction

Reduce churn 0.2-0.5%

Better call experiences result in lower churn and enhanced insights flag at-risk customers

ARPU Increase

Increase ARPU 1-3%

Satisfied customers are more likely to add extra services increasing average revenue per user (ARPU)

HR related savings

5-7% less agent turnover

Happier agents means less employee turnover and lower onboarding and retraining costs



Ready to start your journey?

Learn about [our solutions for retail banking](#) or [contact sales](#).