

# PHONE BANKING

*"I use phone banking to get simple information like how much is in my account..."*

*Your customers are already using phone banking but is your business maximising its full potential?*

## The Customer Value Proposition

**CONVENIENT** – Your customer's banking details and services are readily available with one call.

*"60% of customers use phone banking services."*

-- Rubik Financial Research

**EASY TO USE** – If a customer can use a phone then they can quickly and easily use Phone Banking to access their financial information.

**TRUSTED** – Telephones are a familiar and comfortable device. No additional training is required.

**ACCESSIBLE** – Phone banking is accessible from any phone, any time a customer needs information.

## The Business Value Proposition

**ENGAGE** – As a frequently used channel, use the power of your phone banking system to engage your customers with brand messages and other promotions.

**SERVE** – Efficiently and effectively answer simple customer questions via an automated system, thus reducing the cost to serve these inquiries.

**HELP** – Increase the efficiencies in your call centres and branches by actively promoting phone banking as the channel of choice for simple banking inquiries.

**GROW** – Improve the use of your phone banking system while leveraging new communication opportunities with your customers.

**SELL** – Capitalise on your investment and embrace the opportunities a new phone banking strategy presents to your business.

## Features at a Glance

- ✓ Readily connects to most common host computer systems and databases
- ✓ Operating parameters are easily controlled and monitored, even on the live system
- ✓ Extensive reporting to show usage statistics and capacity measures
- ✓ IVR subsystems and reporting can be remotely accessed via LAN connected workstations to allow administration to be performed from any location
- ✓ Supports multiple languages and brands
- ✓ Outbound messaging available to tailor marketing, advisory and status updates based on pre-determined rules as defined by your business situation
- ✓ Allows messages to be emailed internally or externally if required

Supports multiple languages and brands



Solutions

ANALOGUE

DIGITAL

VOIP

Are you Listening to your Customers?

Thousands of your customers are talking to phone banking every day.

Do you know what they are saying?

We do.

Contact us today to find out more

Phone +61 2 9283 5221

[solutions@rubik.com.au](mailto:solutions@rubik.com.au)

