

Empower the Customer -

Offer consumers all the channels they want to use



There has never been a better opportunity than now for companies to use omnichannel strategies to engage with customers. Leading financial services providers are changing their strategies to focus on where consumers are spending their time - whether that's Facebook, their smartphone, a new shopping centre or their route home from work.

A recent survey of U.K. consumers revealed ...



The number of people using digital channels has surged since 2012.



The average number of channels used annually by consumers in the UK to contact their bank has increased **44%...**



...due in part to rapid growth in **mobile banking** and **apps**, as well as increased use of **website FAQs**, **branch self-service machines**, **web-chat**, and **social media**.

1 in 10 follow their bank on social media

34% use online personal financial management tools

7% use a mobile banking app once a day

59% found webchat more valuable than a phone call

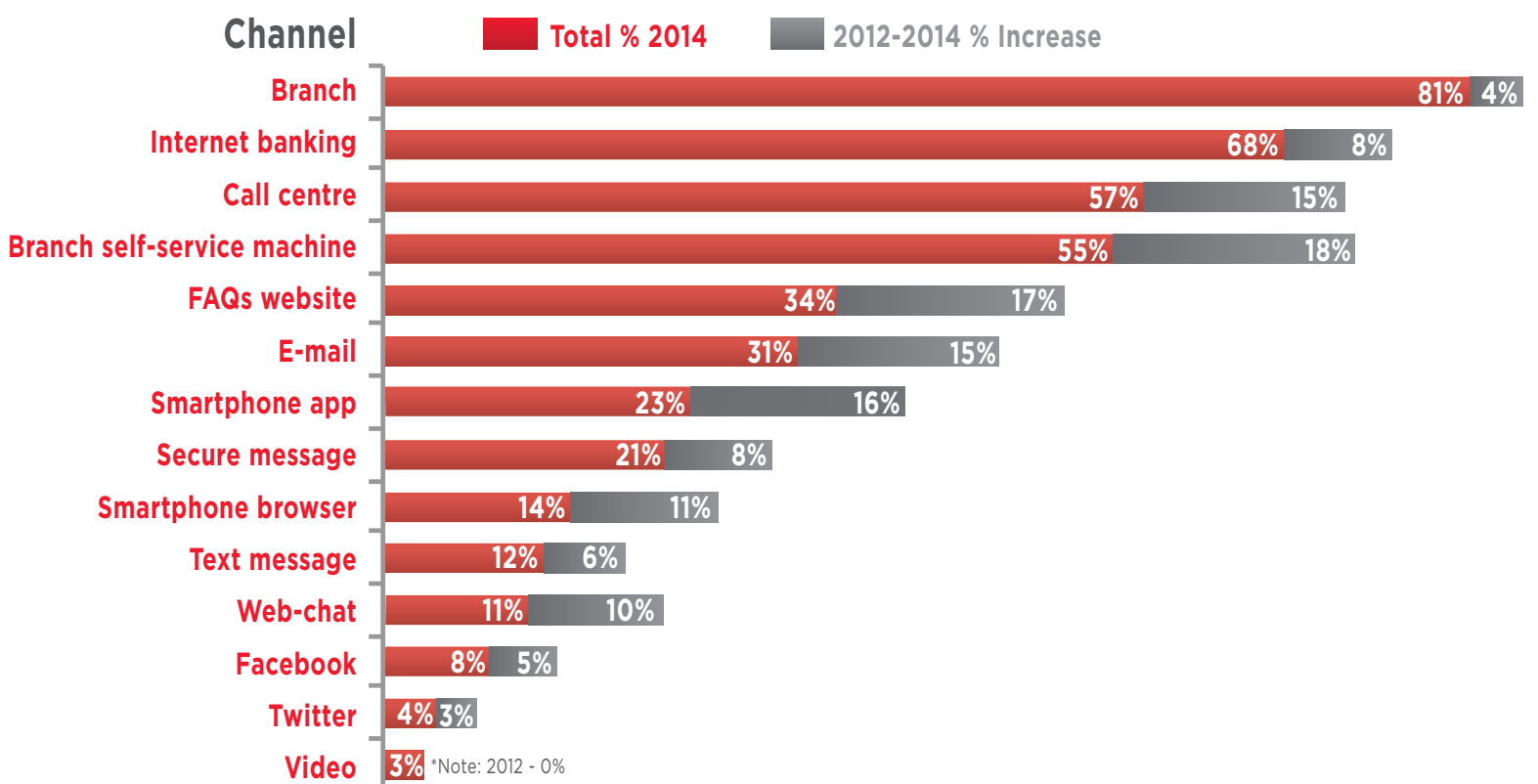
55% have used webchat to interact

20% use online banking once a day or more

55% say they would like smartphone banking apps that make it easy to email, chat or call staff

49% say trust in their financial service provider would be improved using video chat

Communication channels consumers used to connect with their bank



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