

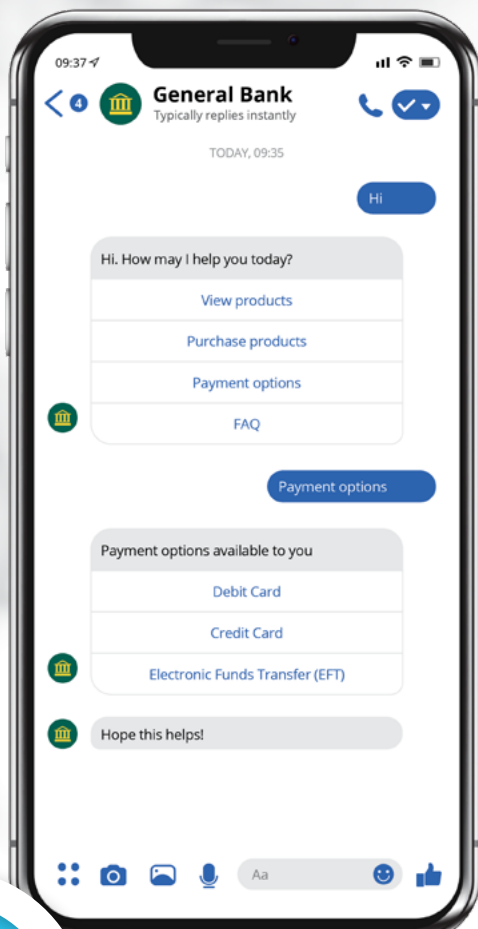
# Chat Commerce for Banks

## 1 Transforming the customer experience in banking with chat

24/7

» Enabling customers to bank using everyday chat apps gives them access 24/7 to information and products, in the way they desire

» Chat as a channel allows your bank to deliver a wide range of digital banking services—and delivers significant cost savings to your bank



With chat, you stay with your customers through the day: in their purse, car, pocket or hands—and their mobile address book.



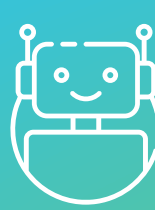
## 2

Chat is taking the banking world by **storm**



**35%**

have used a chatbot, voice-activated assistant, or digital assistant in their mobile banking app



**40%**

have used SMS/text messaging to access account information



**Top activities**

Check balance, monitor account transactions, pay bills, get spending summaries, and access account features



**Convenience**

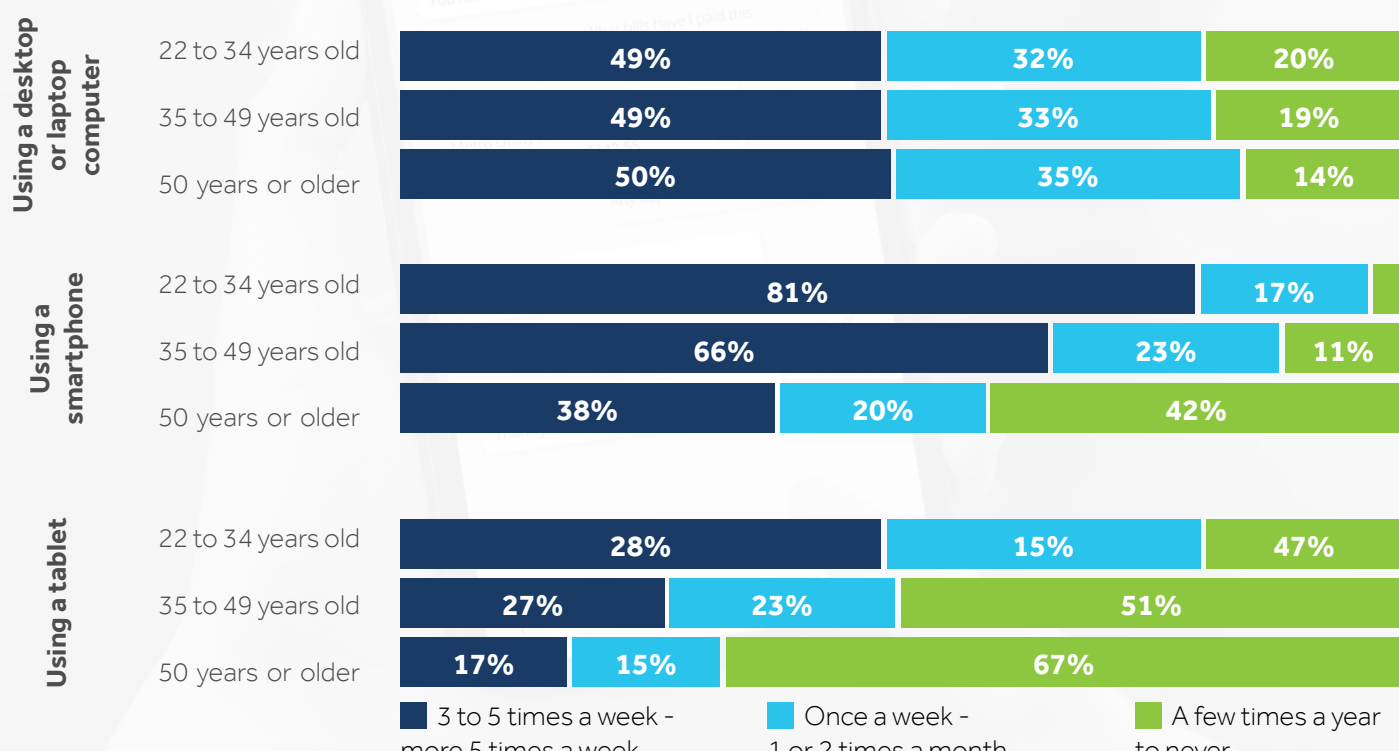
The top reason why consumers use conversational touchpoints

## 3

Banking customers are firmly **digital-first**



**Question:** How often do you log in to your financial accounts using the following technologies?



Source: Aite Group Survey

## 4

The Chat Banking **Experience**

### NEW SERVICES AND OFFERS

- Open new accounts
- Order new account services
- Choose new account and transaction related offers

### TRANSACTION SERVICES

- Funds transfer
- Bill pay
- Purchase digital goods

### ACCOUNT MANAGEMENT

- Account balances
- Bank statement retrieval
- Stop payment

### NEW SERVICES AND PROMOTIONS

- Apply for cards
- Apply for loans
- Choose promotions

### CONTACT CENTER QUESTIONS REGARDING:

- payments, payment plans, lower interest rates, credit card questions
- mortgages, refinancing
- small business loans

### FRAUD MANAGEMENT

- Report fraud or ID theft
- Card Controls
- Manual reviews
- Chargeback/Dispute mitigation

### UPDATES AND ALERTS

- Bill payment alerts
- Event and appointment updates
- Low balance alerts in addition to bill payment alerts

The Chat Banking Experience

## 5

Chat enables **two-way communication** throughout the entire lifecycle

### WIN THE CUSTOMER

How do Financial Institutes (FI) help the consumers understand what products the need to meet their financial goals?

### BUILD LOYALTY

How do FIs build loyalty by offering consumers the right products and services at the right time?



### ENGAGE IN FINANCES

How do FIs help consumers manage their accounts responsibly?

### BUILD LOYALTY

How do FIs interact with consumers in ways that help change their financial picture?

Source: Aite Group Survey

## 6

Customers are adopting chat **readily—and quickly**

» Chat will soon enable services across the banking industry

» One of our chat banking customers is getting over **25%** month-over-month customer adoption of chat banking

» **80%** of banking interactions can be resolved over chat



### Curious to learn more?

Want to see how Clickatell chat banking can help your bank reach more customers, deliver more services, and enable more payments and commercial transactions? [Click here.](#)

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