



Why Should I Care About Unified Communications?

The financial services marketplace is fast-moving and relentlessly competitive. Financial institutions that are best at sensing customer needs and prepared to respond instantly will have the competitive advantage. Cisco® Unified Financial Communication can equip your company with the tools to develop knowledgeable staff, accelerate product development, and enable collaboration within your company and with your customers.

What Business Problems Need to Be Solved?

Forrester Consulting in its 2007 survey identified five major business challenges financial institutions face.

- **Inefficient service generates customer dissatisfaction:** Regardless of the channel a customer chooses when seeking services, slow response times drive them to consider other alternatives.
- **Too few staff available to handle complex transactions:** Banks cannot staff every branch with appropriate subject matter experts. This causes declines in customer satisfaction, organic growth, and new customer acquisition.
- **Managing peak customer traffic:** Customer demands for service concentrate around certain hours each day and service levels drop accordingly. Banks work to manage the peaks without incurring additional headcount.
- **Drop in service levels for telephone and online customers:** Financial service providers encourage the use of their electronic channels but support on these channels sometimes fall short of customary branch service levels.
- **Need to control operating expenses:** This is the challenge of improving productivity without increasing headcount.

Unified Financial Communication

Cisco Unified Financial Communication (UFC) is an integrated portfolio of communications products and services that delivers more effective business operations. Built on a converged network for voice, video, and data and supported by Cisco Service Oriented Network Architecture (SONA), UFC integrates presence management, audio conferencing, IP telephony, and instant messaging with e-mail, voicemail, calendaring, and scheduling to form a business communications backbone that supports collaboration within your company as well as with your customers.

What Are the Benefits of Unified Financial Communication?

Cisco Unified Financial Communication offers many benefits for the retail financial services company. These include:

- Streamlining and integrating communications more closely with business processes through rich and varied ways of sharing information. Business decisions that directly affect growth and profitability can be made more quickly.
- Eliminating communications complexity so that customers, colleagues, vendors, and partners reach the right resource on the first try. Reaching the right people quickly leads to early, high-quality results.
- Enabling user-controlled productivity anytime-anywhere, with any device. The focus is on connecting people to people, not devices to devices, which removes productivity roadblocks.
- Using the intelligence and reach of the network to deliver presence and preference information, helping ensure that communications reach recipients quickly, using the most effective medium.
- Operating on standards-based, secure systems, built as part of the Cisco Service Oriented Network Architecture (SONA). This architecture is a robust, safe, and smart platform that uses solutions that easily integrate with

your existing applications and connect to your current infrastructure.

- Delivering a set of technologies that is designed, built, tested, managed, and offered as a unified system yet can be purchased and deployed incrementally, making it easy to add value to your existing network while creating a complete solution to your business communications needs.
- Improving overall efficiency and productivity, reducing communications bottlenecks, and improving customer service, resulting in improved profitability and growth along with reduced costs.

Why Choose Cisco for Your Unified Communication Needs?

Cisco leads in the convergence of data, voice, and video. Cisco Unified Communication solutions are:

- Purpose-built to unify all communications products and services into a common platform on a single, converged network, while preserving the unique attributes and benefits of voice and providing full connectivity to older financial services systems
- Designed and engineered for a single, secure, converged network; solutions that are truly part of the network, not just sitting on it; and a platform built on open and evolving standards that can easily incorporate new and innovative business processes, applications, and devices
- Delivered in collaboration with innovative partners who will work with you to install Cisco Unified Financial Communication solutions from planning to deployment
- Backed up with access to world-class support through CCIE® certified professionals and the award-winning Cisco Technical Assistance Center (TAC)
- Based on forward-looking solutions and roadmaps specifically for the financial services industry
- Founded on a global presence that tracks with your global presence