

Customers are Telling You More Than You Think – Every Time They Call



YOU NEED ACTIONABLE METRICS

Strategic planning is only as good as the information it's based on. That's why data is critical when it comes to competitive advantage. The more you know about your customers' needs, the better you can tailor your services to them and keep them satisfied. And your customers are calling you every day with exactly the information you need. The question is, are you capturing the data they are not telling you?

If you store and analyze this hidden information, you know when they call, what they need, and how their needs are most often met. You know who calls for which type of information, and much more. This is a critical method for retaining bank customers – knowing them well and planning accordingly.

More than **75%** of respondents expect customer service representatives to have visibility into previous interactions.

SUPERIOR PHONE SERVICE MAKES A DIFFERENCE

Direct, person-to-person contact on a phone is still an important customer support channel. For example, 88% of respondents to a survey about customer service preferred a live human over IVR-based information.¹ That's why it must remain a focus of attention, not just for metrics, but for frontline support. Like any other channel, if the phone service is poor, you can lose customers.

Speed and overall efficiency can be the gating factors that make all the difference to your account holders. How long does it take to verify a caller's identity? How quickly are they routed to the correct department? Also, it's important that your phone agents know all about the caller from the start. "More than 75% of respondents expect customer service representatives to have visibility into previous interactions."² No matter how cheerful and kind your call agents may be, it won't overcome a slow or insufficient response.

Why banks are choosing *jhaCall Center*[™] software

BETTER SERVICE

What if you could reduce the time customers spend on the phone because you quickly handle calls to their satisfaction? *jhaCall Center* software provides a service edge that helps you delight customers and create efficiency in your phone answering process. Banks using this software report both positive customer experiences and process improvements.

That's because *jhaCall Center* software users can focus on the caller, not the technology. The software unobtrusively supports your staff. It accomplishes this by providing:

- » Preformatted templates for users to gather and route information.
- » Simple drop-down menus to access templates for different call categories.
- » Computer telephone integration (CTI) that automatically identifies a customer and displays authentication questions – before you even answer.
- » Quick access to online banking for PIN resets, and to ATM/debit card information for changing card limits, card issues, and more.
- » Full integration with:
 - » *jhaEnterprise Workflow*[™] to initiate multi-step tasks if required
 - » Synapsys[®] customer relationship software for recordkeeping and reference
 - » SilverLake System[®] and CIF 20/20[®]

DATA FOR STRATEGIC PLANNING; SECURITY AND REPORTING FOR COMPLIANCE

jhaCall Center software provides actionable insights. You'll have a comprehensive record of each call and overall call statistics. This provides vital elements of your customers' story that guide planning.

Not only does the software automatically provide authentication questions, but it captures and retains the authentication process for every call. In addition, *jhaCall Center* provides an option for stronger verification using a system-generated one-time pass code through the *jhaEnterprise Notifications System*[™]. You can also use PowerOn[®] to access third-party "out of wallet" authentication services.

jhaCall Center software – metrics, security, service, and compliance.

Learn what banks are saying about this software and get detailed product information.

askus@jackhenry.com Also, ask about our outsourced call center solutions.

SOURCES

¹ Panko, Riley, [How Businesses Should Set Up their IVR Menu](#), Clutch, 2019

² [State of Global Customer Service Report](#), Microsoft, 2019

For more information about Jack Henry Banking[®], call **417-235-6652** or visit jackhenrybanking.com.