



unblu co-browsing

Secure & Profitable Online Engagement
for the Financial Sector



The human touch online: Introducing co-browsing

With self-service now the entrenched backbone of the financial sector, the industry is constantly evolving to keep up with the customer preferences. But money is still fundamentally personal, and human interaction is a bank's lifeline for success. Providing support and advice is a constant activity for a bank and this is where co-browsing makes the difference. Banks can bring the human touch to online customer interactions with this "hidden gem" of customer engagement.



“Co-browsing technology is rarely used outside industries like financial services and telecoms, but it merits wider implementation. Application leaders supporting customer service should consider it a hidden gem for enabling differentiation and bridging the gap between human- and AI-driven interaction”

(Gartner).

Using co-browsing, banks can fill in this gap between online self-service interaction and traditional communication methods. We've seen time and time again that this "missing link" between the online and the offline world has a direct effect on customer satisfaction, sales conversion, and customer loyalty. In this white paper, we'll explore some of these benefits that result from using unblu solutions.

unblu entered the market in 2006 as one of the first developers of engagement and collaboration solutions for the financial sector, our sole focus. Our state-of-the-art co-browsing software is now used by over 100 banks and insurance companies worldwide.

Co-browsing solutions for every level of support

The unblu co-browsing solution gives banks the ability to be available the moment their customers need help. By securely viewing the customer's screen, an agent can carry out complex tasks such

as explaining contract conditions or closing a deal - all at the customer's convenience. unblu offers four co-browsing solutions:



LiveView and Highlight

The agent gets visual access to the customer screen and can see exactly where the end-user is and what they are doing. During a support call or chat, the agent can highlight particular areas on the screen.



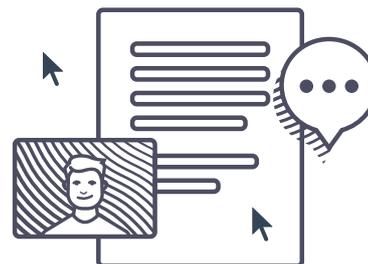
Embedded Co-browsing

A step further: the agent joins and collaborates with the customer on the bank's website, e-banking, customer portal or application, providing the missing link between the online and offline world.



Universal Co-browsing

More flexibility still: the agent and customer can navigate together to any public or private site on the web.



Document Co-browsing

Agent can collaborate with customers and guide them through complex documentation.

What makes the unblu co-browsing solution unique for the financial sector?

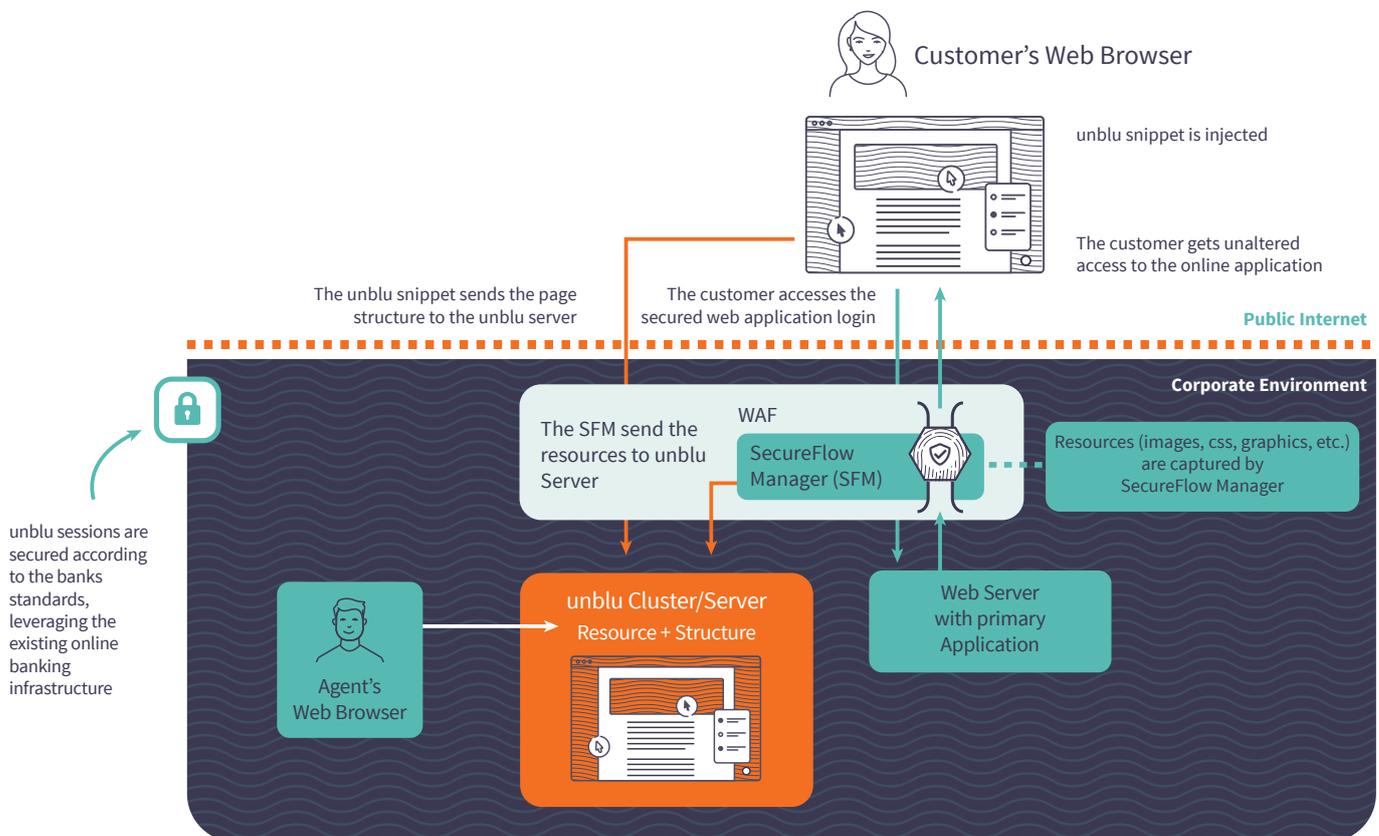
unblu is 100% tested in the financial sector. Integrating a secure co-browsing software into an existing banking infrastructure can be challenging. We've done it more than 100 times with the expertise that comes with it.

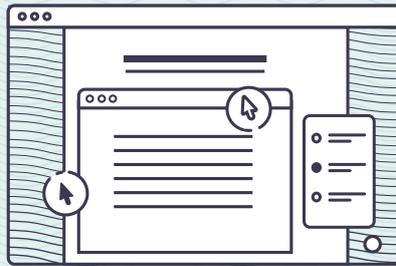
unblu's co-browsing is designed to facilitate compliance. We are 100% focused on the financial industry and that means we understand banking regulations. We've designed unblu solutions to meet current and future compliance requirements (MIFID2, GDPR, etc.).

unblu's dual side value proposition allows agents to guide customers from public to private web sites.

unblu is the ultimate in security: The SecureFlow Manager

The unblu suite allows banks to have complete control over data flow, security architecture, and data storage. The SecureFlow Manager (SFM) is our software component that ensures secured applications such as e-Banking Apps can be safely co-browsed. The architecture meets stringent data security and compliance requirements, whether installed on or off the premises. These security features are one-of-a-kind in the industry, ensuring that applications security and customer data are never compromised – ever.





Co-browsing case studies from the financial sector

Reduce costs and increase customer satisfaction with excellent online support.

Co-browsing allows both your customer and agent to understand one another quickly. Consequently, customer issues are resolved quicker. With shorter support interaction times, the customer receives excellent support and a satisfied customer will be more open to adopting digital channels. **By providing customers with the contextual support of co-browsing, banks benefit from:**

- a. Reduced support cost for the call centre
- b. Better user experience and higher customer satisfaction
- c. More sales in the short and medium term because of higher customer satisfaction

Case Study: unblu improves KPI's

One of Switzerland's largest banks implemented co-browsing and LiveView Chat in an effort to improve the KPIs of inbound support requests. For performing the analysis, we tracked an average of 2,500 daily requests over a two week period.

The results: **Our customer saved 40% on chat sessions that integrated LiveView and 30% on phone calls that used unblu's co-browsing.** This savings will translate into approximately 82,000 €/month and close to one million €/year.



Leverage your online presence to support a customer's moment of truth

With the collaborative interaction of co-browsing, the customer receives the right kind of guidance at the right time, particularly when they are about to make a decision. The agent can guide them through unfamiliar applications, products or transactions. They can also be present to help a prospective and existing customer purchase a product and service at that crucial moment of truth – **without losing momentum**. Throughout the process, there's a domino effect of benefits for the bank:

- d. Better marketing KPIs because of better conversions
- e. Reduced costs per conversion which result in increased margins
- f. Improved customer satisfaction that comes with high-quality consultation from the comfort of their home

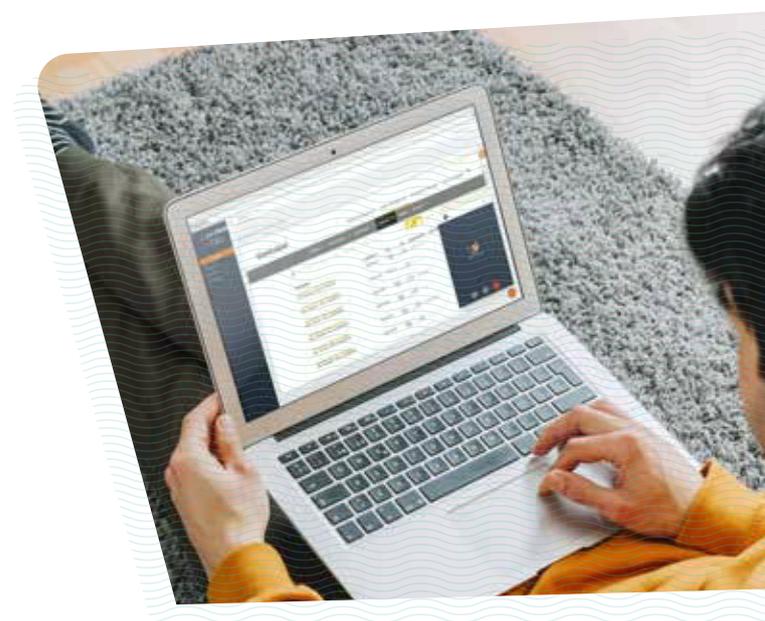
Case Study: unblu's convenience builds relationships

One of our private banking customers asked us for help in launching a new and complex product offering. Because of the complexity of the next product, our customer wasn't convinced that traditional marketing methods could be helpful for their customers. To add to this challenge, many of their customers were no longer willing to visit the bank for an in-person meeting due to the time and effort involved. The bank was already using co-browsing for support purposes, and decided to introduce the new product line with co-browsing in an A/B marketing test environment:

- A. **Option A (900 customers):** Our customer promoted the product line using traditional marketing tactics such as direct mail, product collateral, outbound telephone marketing (without online support) as well as an invite for an in-person meeting at a retail branch.

- B. **Option B (100 customers):** Our customer promoted the product offering by scheduling phone and co-browsing appointments of 20-30 minutes per customer. The online meetings were scheduled at the convenience of the client, often in the evening.

The result: With Option B our customer achieved **four times the number of meetings scheduled** compared to Option A, which represents 61% reduction in the cost acquisition and 90% recommendation rate compared to Option A, a 61% reduction in the cost acquisition and 90% recommendation rate¹.



¹ Customer Experience: Battlefield for the Financial Industry

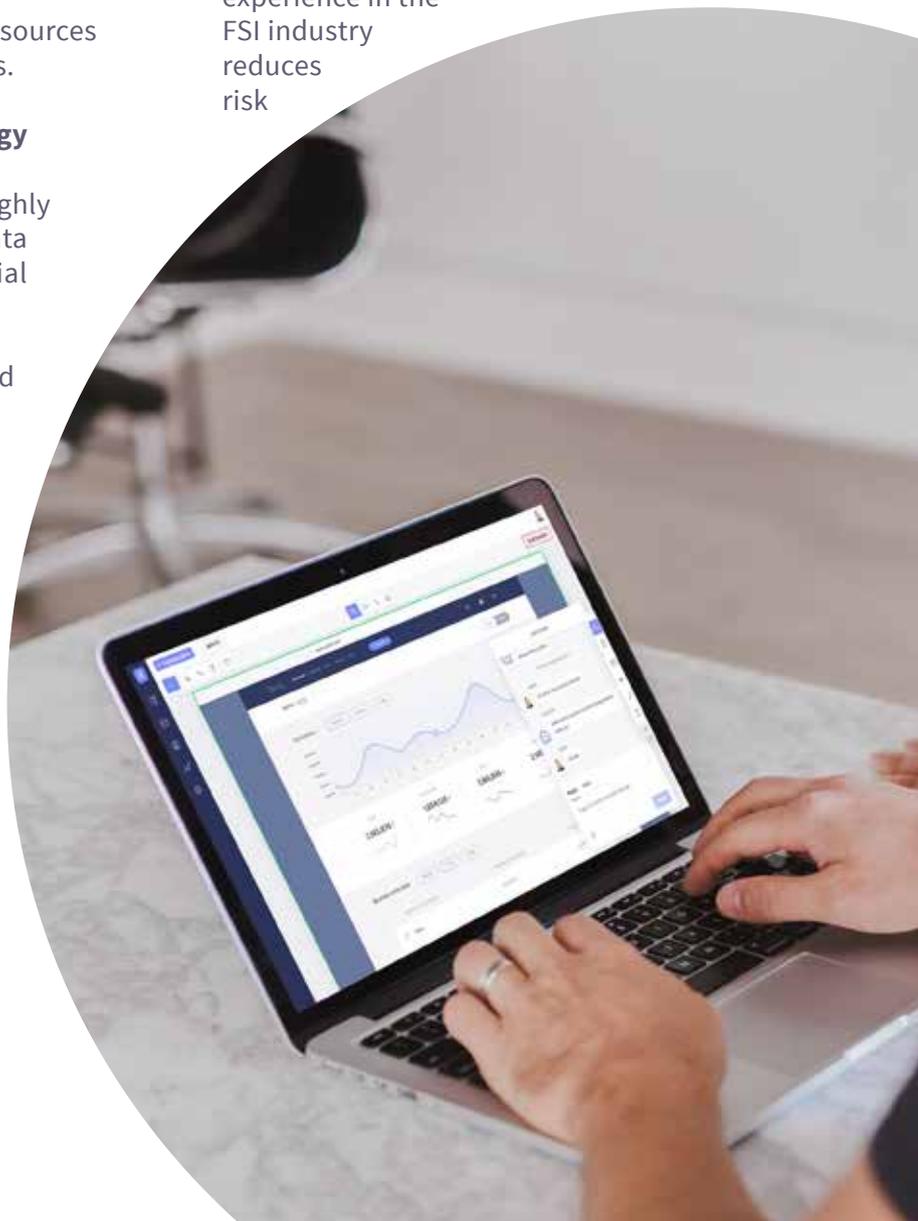
(<https://www.unblu.com/en/resources/fact-sheets/customer-experience-battlefield-financial-industry/>)

Checklist

Questions to consider when choosing co-browsing technology:

The financial sector has security constraints that need to be considered before implementing a co-browsing solution. Here's some questions to ask when you're choosing a vendor:

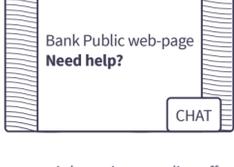
- **Will the customer journey involve co-browsing through public and private web domains or documents?** Will it require access to web information to support a process? Or will require all of the above at the same time? If so, Is the provider capable of supporting all of these scenarios? With this kind of agility, there's no need for a change management process for when additional web resources are required in a consulting process.
- **Will I need to install the technology on-site because of any particular security constraints?** Banks are highly regulated and need to adhere to data privacy standards set by the financial markets regulators. By running co-browsing in-house, banks have complete control over data flow and data storage.
- **Will I need to integrate the co-browsing solution into my existing banking infrastructure?** Is the provider already integrated with core e-banking solutions? A vendor focused on the banking sector can address the majority of integration challenges as part of their daily business. This will help reduce the risks during the integration phase and ensure that challenges can be addressed by the vendor.
- **Is it simple to add co-browsing to my existing infrastructure?** Customer collaboration shouldn't be achieved by adding a separate application as an afterthought. Collaborative customer journeys have to be part of the underlying web application.
- **Does the company have references in the financial industry?** Integrating a secure customer engagement solution into an existing banking infrastructure can be challenging. A vendor with experience in the FSI industry reduces risk



An Online Conversation with Your Customer

1. Engage with more prospects / customers online
2. Convert customers on public web pages. Close more sales
3. Enhance end user experience and net promoter score
4. Advise in a very personal way, just like in a branch office
5. Use your existing digital front-ends as the backdrop to the conversation
6. Cut average time of support cases by half

Visitor

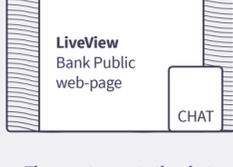


The customer is browsing an online offer on the bank's website

An engagement pop-up offers help and suggest a chat with an agent

The prospective/existing customer begin chatting.

Agent



The agent accepts the chat.

He/She starts to engage and thanks to unblu's LiveView he/she can see exactly what the visitor sees. The agent assists in context.

Thanks to our LiveView technology, the length of a chat conversation is reduced by at least 30%.

Embedded Co-browsing

The agent requests the visitor's **permission to start a co-browsing session**. The agent will then join the visitor within the web application.



The customer **accepts the co-browsing session** with their RM.



Invite a Specialist

The visitor asks a question that the agent isn't qualified to answer.

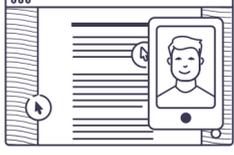
Within unblu, the agent **invites a specialist** directly to the chat session, which now becomes a 3-way conversation.

The agent leaves the conversation and the specialist takes over.

Start Video Chat

The specialist suggests continuing with a Video Call. This helps to facilitate a more personal conversation necessary for a successful sales process.

The video begins with one click



The customer can activate their camera if they choose to. If not, the agent's video camera is enabled with an audio connection.

In 80% of the cases only the specialist activates the video. The prospect/customer is often not comfortable to do so.



Universal Co-browsing

The discussion now involves partially external websites as part of the sales process.

With one click, the agent begins Universal co-browsing and proceeds to the specific page.



A virtual browser is now visible to the customer and agent opens the particular website while the customer follows.



Go to login area

The specialist needs further information that can only be viewed in a secure online banking environment. The agent suggests accompanying the customer through the login process.

Through this step the customer authenticates him/herself. During the entire process the specialist remains with the customer – while of course, data privacy rests assured.



A virtual browser is now visible to the customer and agent opens the particular website while the customer follows.



Document Co-Browsing

The Document Co-Browsing begins when the customer clicks on the PDF.

A PDF is generated automatically within the web application

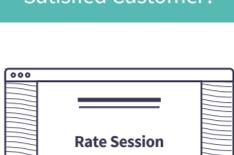
Since the pdf summarises the transaction – the customer **clicks on the PDF and Document Co-Browsing starts.**



The specialist wraps up their portion and thanks the client.

The session ends

Satisfied Customer?



Once the session is terminated, a session rating dialog is presented.

Deliver an in-person experience online

100% secure

Cloud & On-premises

No downloads required

The online engagement solution chosen by more than 100 financial institutions



unblu helps the world's leading banks deliver an in-person experience online. We provide highly secure collaboration software enabling banks to substantially enrich the digital experience of their clients. unblu's suite helps to increase revenue and efficiency while reducing costs and improving digital customer interaction. Clients using our technology have been able to cut customer support calls in half, achieve four times as many client meetings as in branches, increase customer satisfaction considerably and produce a 90% recommendation rate. unblu is helping to transform the future of online banking.

More info
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