

W H I T E P A P E R

**How to enhance customer service  
for online banking with self-service  
InteliWISE Virtual Agent™**



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More details at [www.inteliwise.com](http://www.inteliwise.com)

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## 1. Challenge

According to Forrester research, online Self-Service capabilities can not only save money, but improve customer satisfaction as well<sup>1</sup>. Online users like the idea of self service. They want to be able to handle the transactions themselves and a good percentage of them even consider this an important factor in choosing the company to deal with. However, many banks have been slow to implement online Self-Service Solutions and even slower to develop effective, customer friendly online self-service solutions.

Pressure is on to reduce costs and increase efficiency, but at the same time, maintaining and improving customer satisfaction is also vitally important. The real challenge is to create a system that is cost efficient, but user friendly, a system that is automated, but one that can think like a real human being and interacts with the customer to answer all their questions and concerns.

Not all customers have the same questions, the same problems, or the same needs. Therefore, an automated self-service system that is designed to deal only with certain questions and give only certain prescription answers might save money in the short run, but will leave customers feeling dissatisfied and/or demanding to speak to a real live person, which of course, defeats the whole purpose of having an automated, self Service System in the first place.

## 2. The solution. InteliWISE's Help Virtual Agent for the Contact Us section

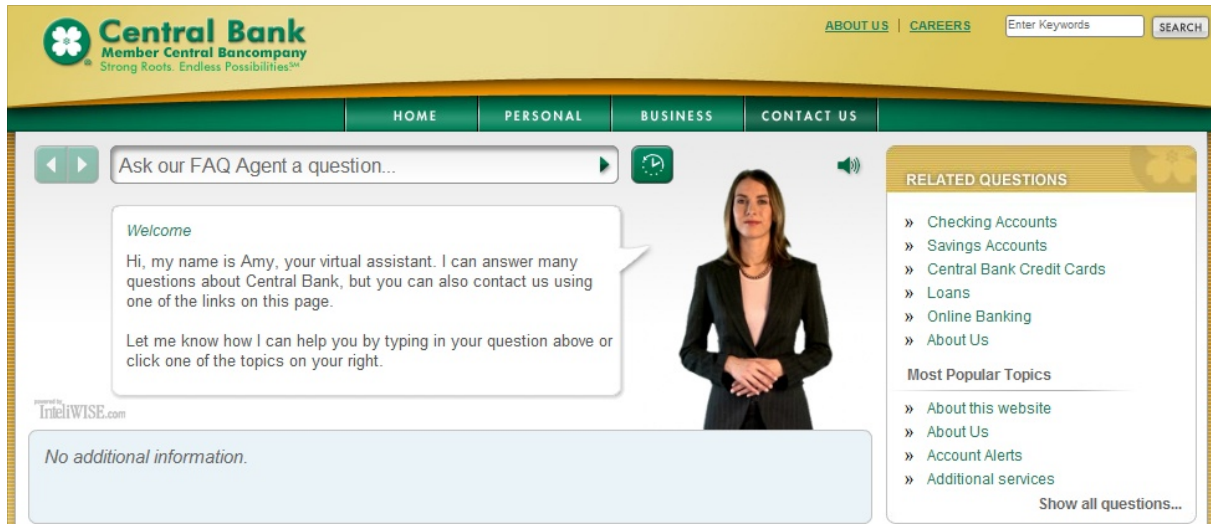
InteliWISE provides a HELP Virtual Agent that serves as a first point of contact in the customer support suite, for customer questions, queries and complaints.

The InteliWISE Contact Virtual Agent serves as a host on the "Contact Us" page. Instead of a cold, impersonal list of questions and answers, the customer is greeted by a personal representative of the bank and make them feel as if they're getting individualized, personalized service. The Virtual Agent answers web users' questions about the bank and helps them find essential information. In addition, the Virtual Agent is knowledgeable about the most common issues that users may have with the Bank's products and services. It puts the "service" back in self-service and helps create customer satisfaction and loyalty.

## How it works:

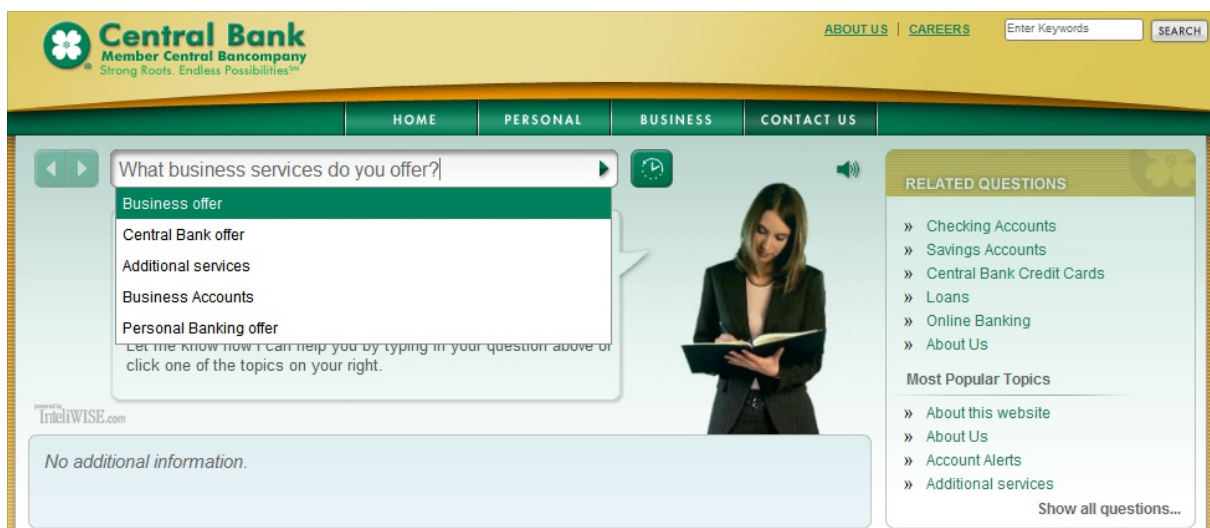
### 2.1. Knowledge about products and services

InteliWISE Contact Virtual Agent is fully integrated with the Bank's "Contact Us" page.



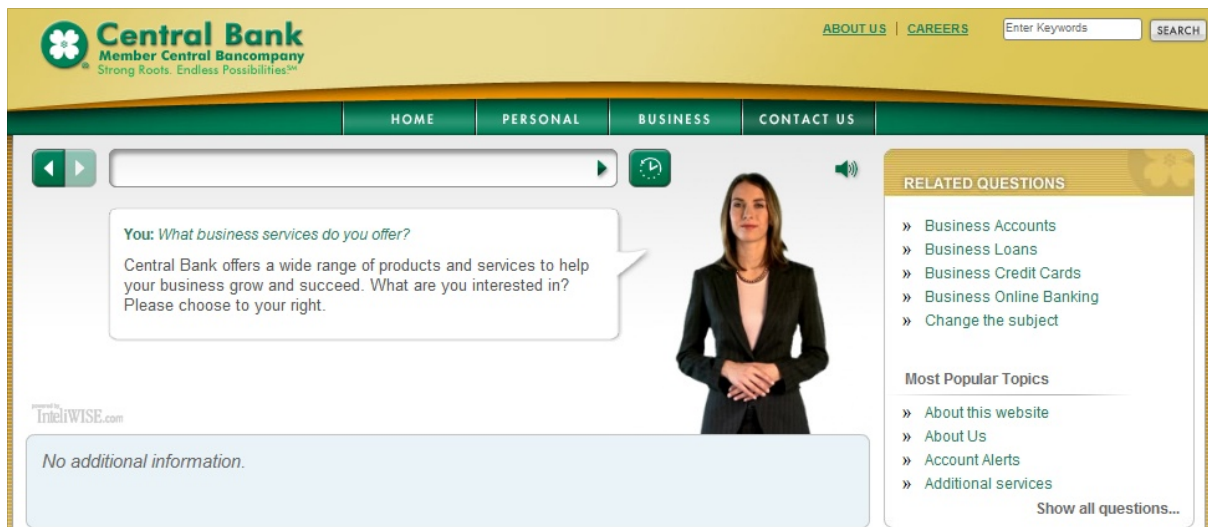
Pic 1. The greeting text with suggested conversation topics

The InteliWISE Contact Virtual Agent is knowledgeable in terms of products and services. Below you can see a typical question being asked: "What business services do you offer?" The importance of this, is that the customer is telling you what they want to know, rather than just picking and choosing from a prepared list of questions. Therefore the customer feels they're getting personalized service and this helps build customer loyalty.



Pic 2. The auto-complete feature

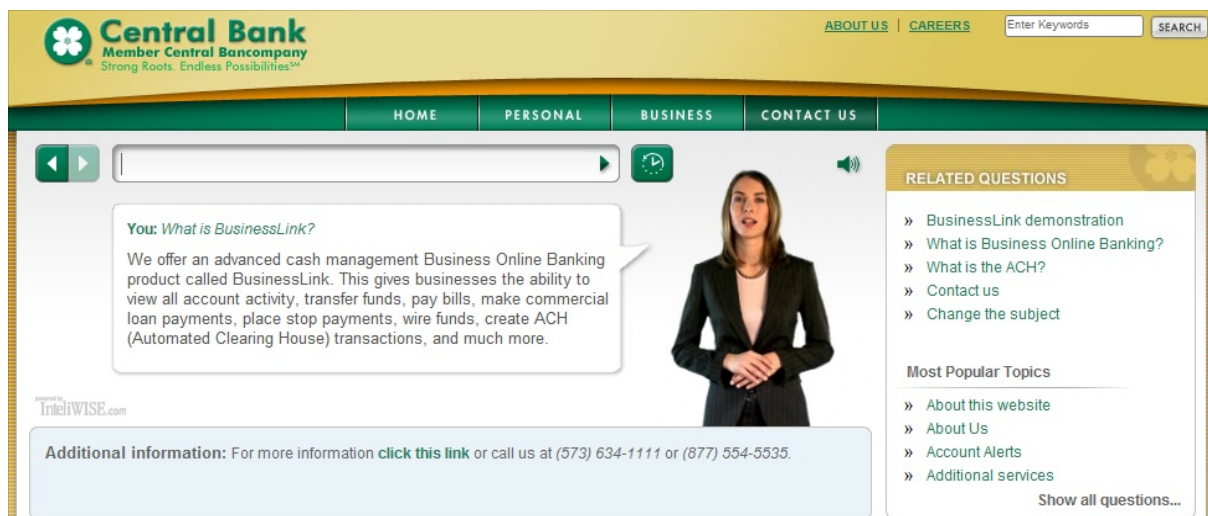
The auto-complete feature enables users to interact with the Virtual Agent more intuitively. After typing in a question several suggestions come up to help define the question and narrow the answer, to get the specific information that the customer is looking for.



Pic 3. Agent's answer to the "What business services do you offer?" question

The InteliWISE Contact Virtual Agent not only answers the question but also suggests topics for further discussion. The suggested topics are listed under the "Related Questions" bar on the right. The InteliWISE Contact Virtual Agent chooses the related subjects based on an almost human understanding of the customer's question and what type of information it might take to fully answer that question.

The InteliWISE Contact Virtual Agent can also tell your customers about particular banking products in answer to their questions. For example: "What is BusinessLink?"

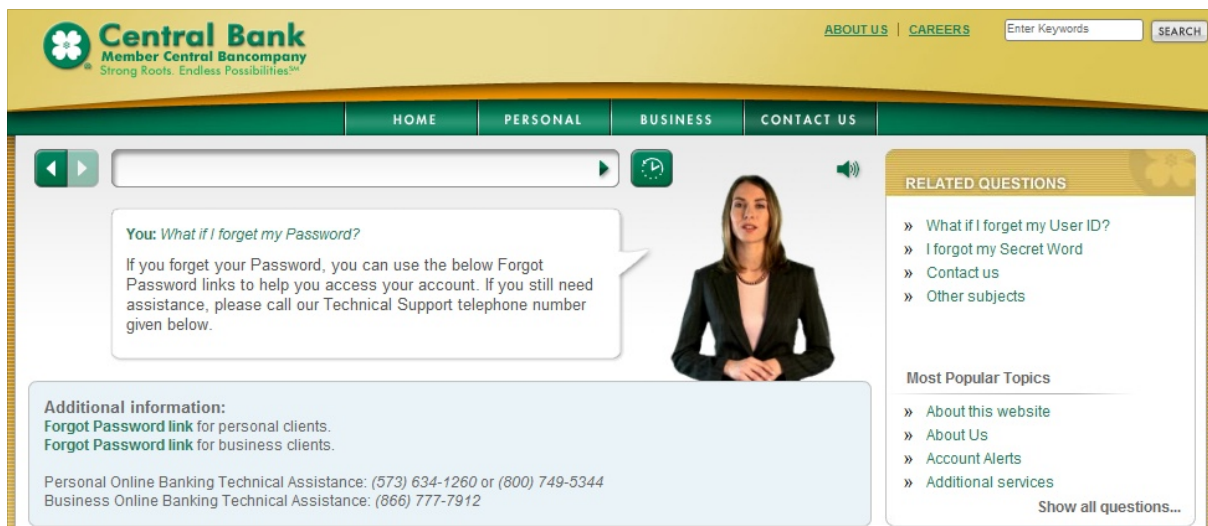


Pic 4. Agent's answer to the "What is BusinessLink?" question

Along with the answer and the related questions list, the IntelliWISE Contact Virtual Agent also informs the user that additional information is available. The user can either click the link provided by the Agent or call the given numbers.

## 2.2. Resolving users' problems and issues

If a user needs to access their private information held within the Bank's online services, the IntelliWISE Contact Virtual Agent is capable of deciding what the issue is and providing the user with relevant information. For example, if the customer asks the question: "What if I forget my Password?", the IntelliWISE Contact Virtual Agent will explain to them what they have to do to retrieve their password. It will provide a link for them to click on and/or a phone number to call to resolve the problem, just like a real live agent would do.



Pic 5. Password problems and contextual help from the Virtual Agent

## 2.3. Knowledge overview mode

If a user wishes to take a look at an overview of the IntelliWISE Contact Virtual Agent's knowledge, they can do so by clicking the "Show all questions" button. This will produce a version of the normal question and answer page, with all the possible questions and all the possible answers presented on one page for the User to choose from.

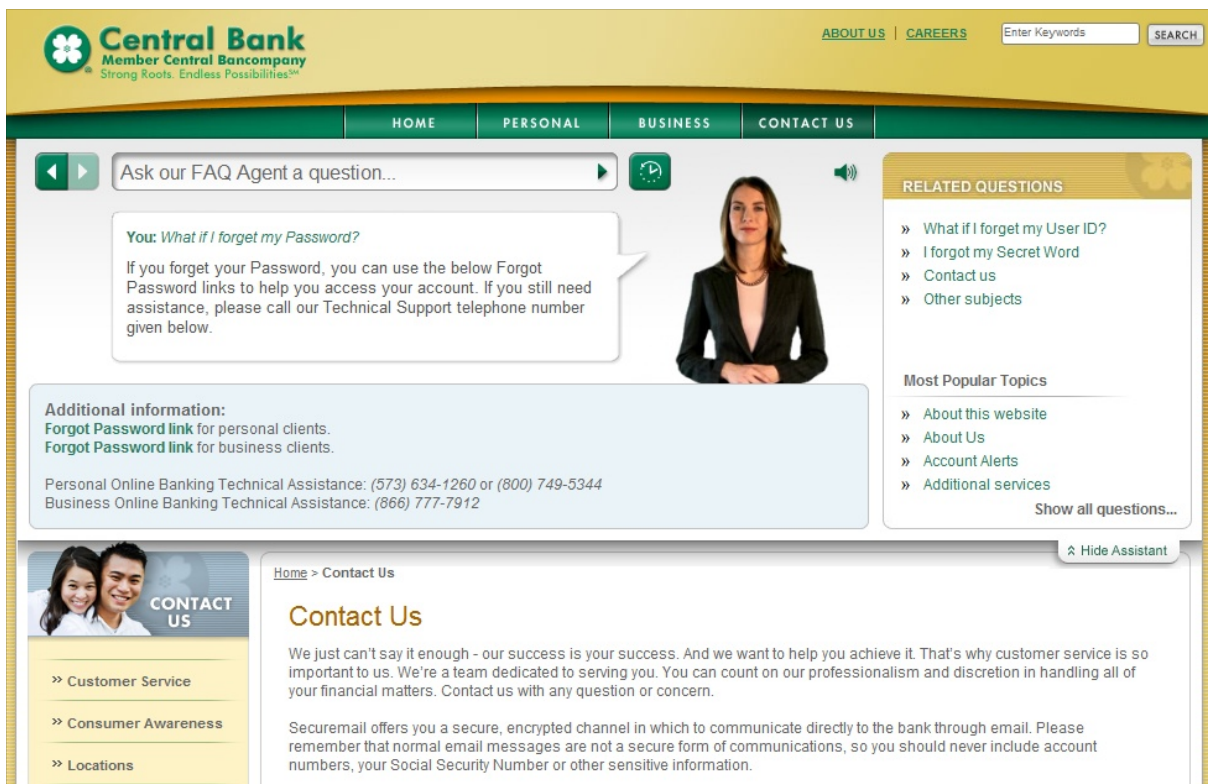
This mode allows users who prefer clicking rather than typing, to easily obtain their answers by browsing the Virtual Agent's knowledge base and just clicking on the question they want answered.



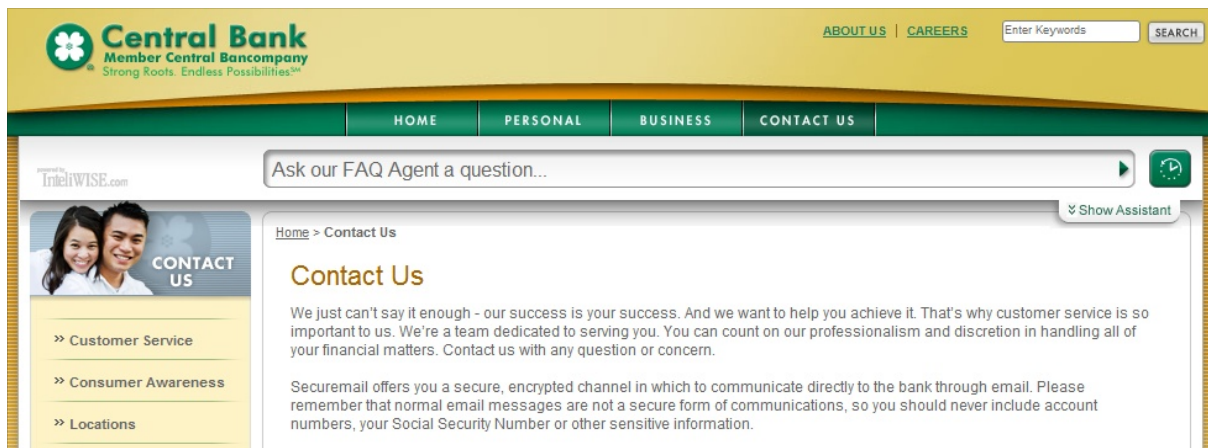
Pic 6. Knowledge overview mode

## 2.4. Minimized mode

The IntelliWISE Contact Virtual Agent also supports a minimized mode. This allows users to type in their questions and receive answers without seeing or hearing the IntelliWISE Contact Virtual Agent. Simply click the “Hide Assistant” button in order to activate this feature.



Pic 7. Full mode



Pic 8. Minimized mode

### 3. How customers can benefit from this new feature in the Bank's customer service suite

The IntelliWISE Help Agent:

- ensures a better user experience through business language recognition and interactive video;
- understands customers' questions written in their own words, even with misspellings and grammatical errors. Thanks to the revolutionary AI system, a user can input his question in natural language. The Virtual Agent will understand the query and give the right answer;
- features the 'See what is said' system - providing responses backed by multimedia, voice, and text, which translate into a totally new and interactive user experience
- provides rich insight into customers' behavior through dashboard and statistical reporting;
- offers constant high quality support.

### 4. Key statistics

**Up to several thousands conversations per month**

– this is the number of conversations of IntelliWISE Virtual Agents at various banking clients

**+91% of correctly recognized queries**

– this is the average number of customer problems that were recognized by IntelliWISE Virtual Agent.

**Cost of a single chat in the range of \$0.10 - \$0.20**

– which is the significant savings versus the vertical standard of \$5 -\$10 per call conversation.

## 5. About InteliWISE

InteliWISE is a leader in delivering cloud-based, intelligent chat Virtual Agents, enhancing customer experience and boosting online sales.

Our team is passionate about meshing natural language processing (NLP), virtual expert technologies and interactive video to heighten the effectiveness of e-commerce and customer service.

Some of the leading Fortune500 enterprises and outstanding medium companies have used InteliWISE solutions, across a wide range of industries such as transportation, insurance, retail, packaged food, and telecommunications.

We are proud to have a strategic support from Intel Capital, the leading global VC, and Asseco Group, a Top5 European IT integrator.

InteliWISE headquarters are in Sunnyvale, California and its research and development is based in Europe (Gdynia, Poland).

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<sup>1</sup> It's Time To Give Virtual Agents Another Look, © 2009, Forrester Research, Inc.