Helping banks build a human connection
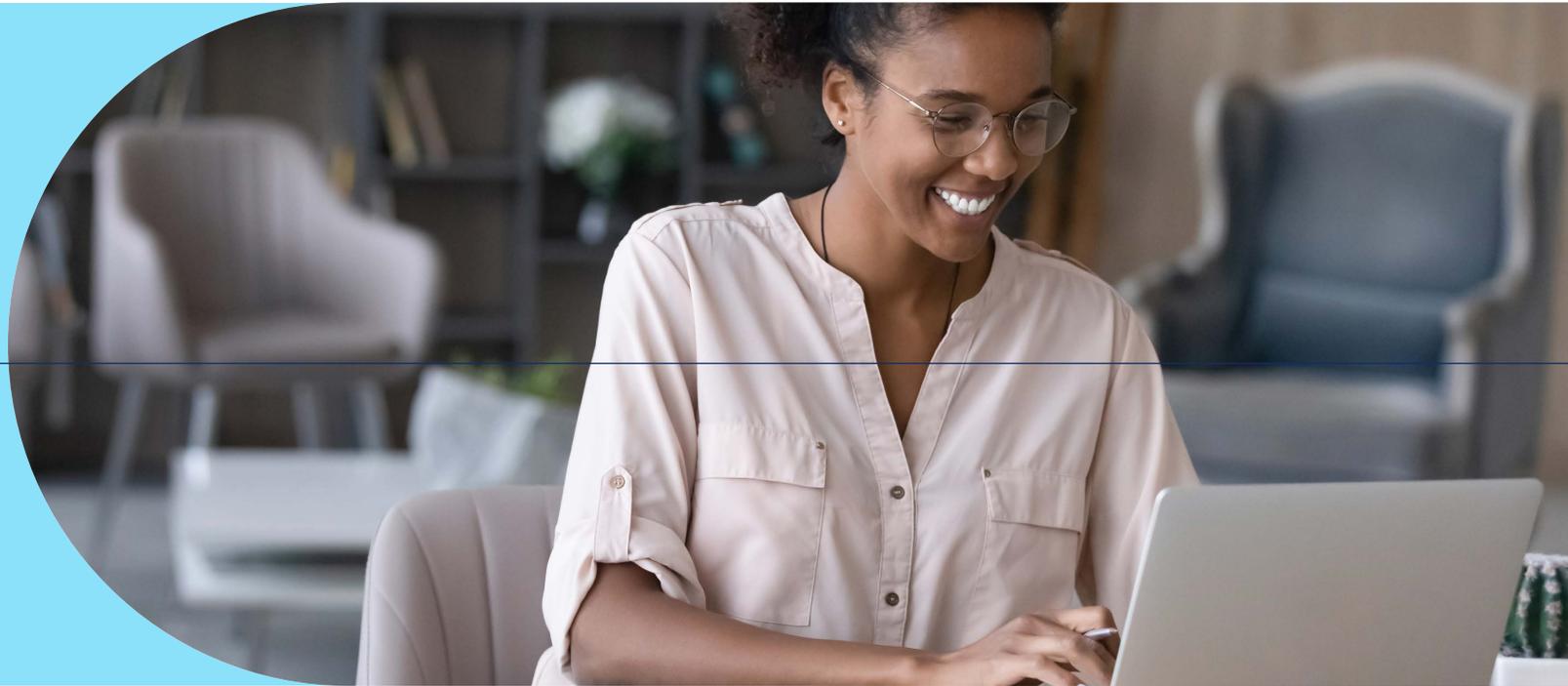
The banking industry is at a crossroads

Facing competition from fintechs, the shift to hybrid work, and the growing demographic of customers who've never set foot inside a bank branch, bank leaders like you are rethinking branch strategies and the technologies that support them.

Local bank branches are the human interface with the customer. But with consumer expectations shifting, staying on the cutting edge is imperative. You know the importance of making the most of your brick-and-mortar assets while using that opportunity for personal connection to build your brand reputation and grow the bottom line. But that's difficult when you have to scale tech advances across so many branches at once.

At the same time, the pandemic-driven transition to hybrid work has only amplified the importance of a clear connection between your customers and call-center employees.

How do you make the most of brick-and-mortar assets while using that personal connection to build your brand reputation and grow the bottom line?

Tellers, training, and technology

Prioritizing the connection with the customer puts in-branch tellers at the forefront of the bank's transformation strategy. But training programs shifting tellers' roles from transactional to advisory will only be effective if you can put the right customer data in their hands. When a customer starts a loan application online or has an account question, you don't want them to have to start over when they walk into a branch. This disconnect between the online and in-person experience is time-consuming and frustrating—and an obstacle for customers wanting to do business with your bank.

Meanwhile, technology teams are working hard to develop new products. But if you're just layering new technology on top of the existing in-branch network architecture, you may not get the performance you're striving to achieve.

And for employees now servicing call-center inquiries remotely from home, your customers' expectations for speed means the network takes on a new and different role. Your employees may have access to online data, but they may not be able to access it fast enough.
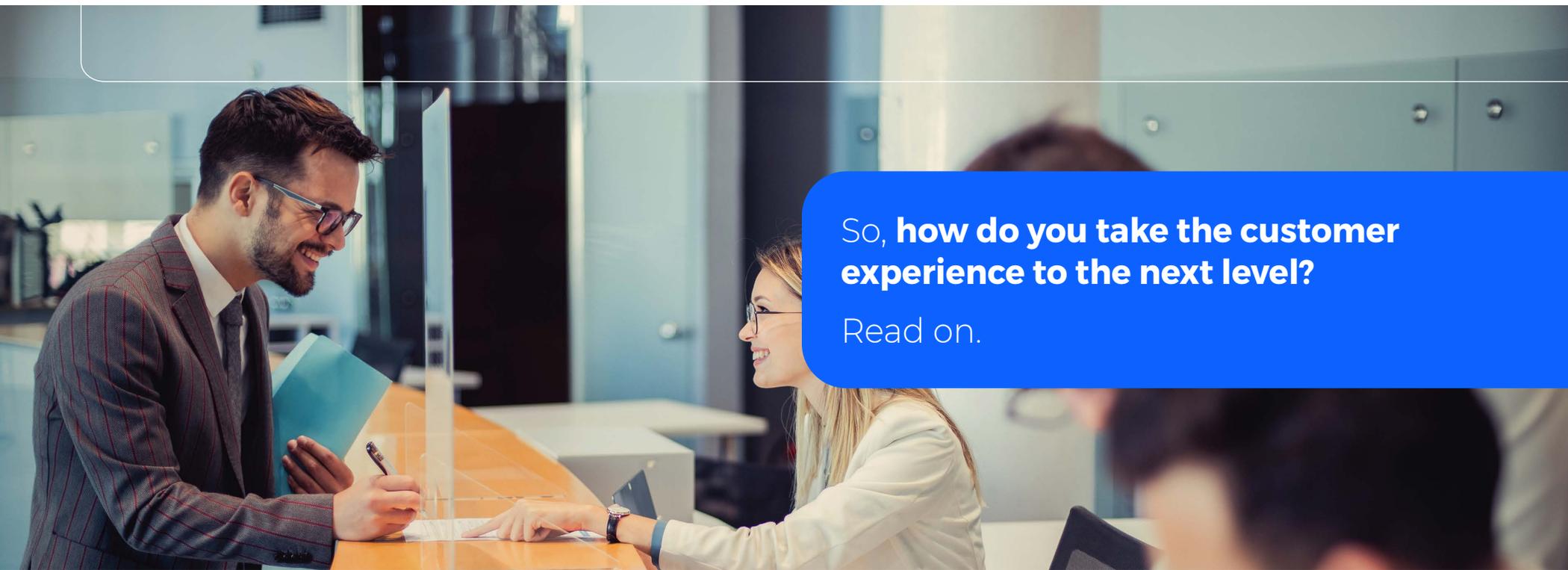
So, **how do you take the customer experience to the next level?**

Read on.

Make the human connection

Banks have been known for safe, secure, efficient transactions. But to take the customer experience to the next level, it's not enough to focus on the top-down customer interfaces. You've got to build a foundation that propels your team to make the human connection.

To do that, you'll need to:

Transform the branch experience through retail-oriented data analytics

Make it easier and faster to launch new technologies or refreshes across branches

Deploy a commercial-quality networking solution for your customer service professionals and other team members who are working from home

Read on to learn what it takes to get there.

Moving from a transactional approach to an advisory approach has ripple effects across staff training, software systems, and network technology.

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Your challenge:
Branches were built for transactions

Your brick-and-mortar branches may be struggling to maintain their worth as more banking tasks move online or to fintech competitors. The purpose of branches has to transform, but it's difficult because branches were designed for efficient transactions. Moving from a transactional approach to an advisory approach has ripple effects across staff training, software systems, and network technology. Not only will your tellers need new skills and talking points, they'll also want a mobile device that's connected to a WiFi hotspot and has access to your customer records.

To get the most out of physical branches, you'll need to make the branch environment more connected and engaging. That could mean personalization on digital signs, free WiFi, and data-driven customer strategies. But when you're dependent on legacy infrastructure, it may be hard for physical branches to meet changing customer preferences.

Transform the bank experience

Local bank branches are your human interface with your customers, but they haven't kept pace with the technology or experience customers now expect.

Working with Comcast Business, you can galvanize the branch experience to strengthen the human connection. Comcast Business can help you to:

- Extend the brand experience your customers have online, at home, and at the branch
- Leverage customer WiFi analytics to inform your interactions and generate operational insights into new offerings and opportunities, even on a branch-by-branch basis

As a result, you'll be able to optimize your branches and incorporate customer insights into everyday interactions and longer-term, strategic products and services.

A national financial services company with 500 sites found themselves with an insufficient technology foundation for new CX initiatives. By working with Comcast Business, they supported their branches with an end-to-end solution featuring managed WiFi and transport services. This helped them improve their customer experience and establish the technology infrastructure for future growth.
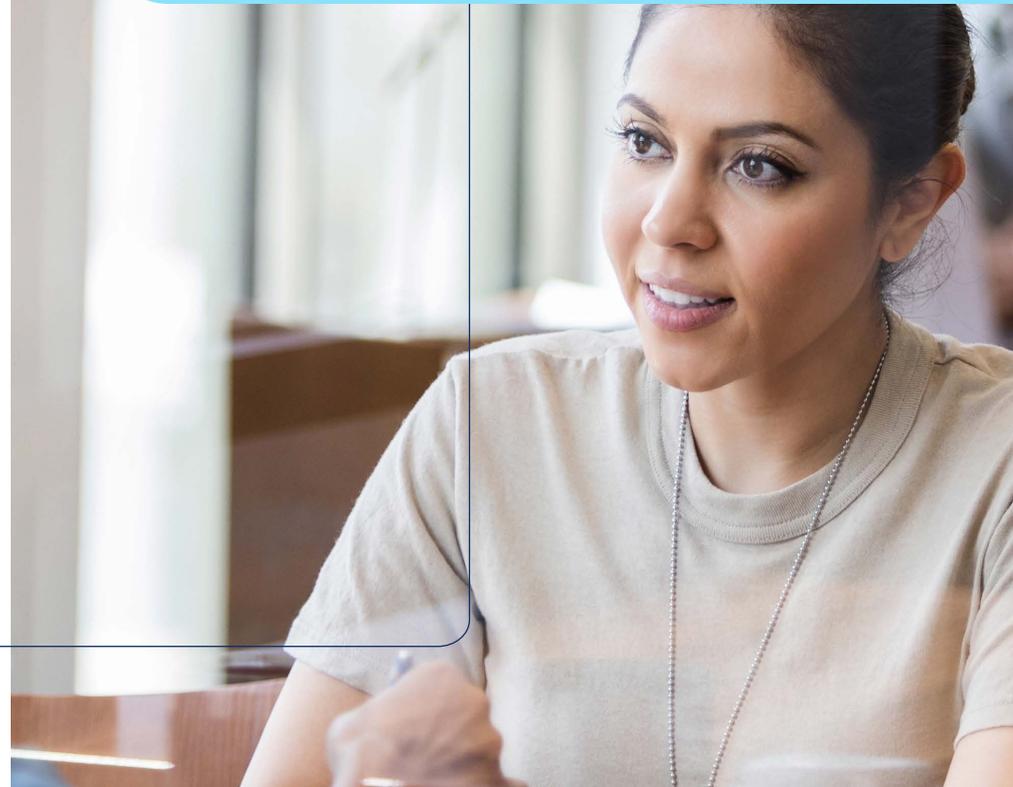
Your challenge:
Bank-wide technology refreshes take too long

New software, hardware, and infrastructure are proving their worth in banking. But new applications and upgrades can increase the complexity of your network and the difficulty of pushing technology out across your many locations.

Most banks devise a company-wide upgrade or new initiative at headquarters before rolling it out to branches. The problem is that, with different network operations and providers at each of your branches, it's hard to be as nimble as you'd like. By the time you roll out something new to hundreds or thousands of branches, it may be time to refresh again. This cycle can wear down your team, creating organizational resistance to change and slowing your time to market with new branch capabilities.

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Create a scalable network

Slow technology rollouts can make it much harder to launch new programs across your brand. With Comcast Business, you can create a scalable network that's positioned for refreshes. You'll be able to:

- Choose solutions with flexible options
- Roll out flexible solutions en masse to all your branches
- Roll out upgrades and new capabilities with ease

With outsourced network management services, you'll be back in control of your branches and customer experience while Comcast Business manages the technology rollouts.
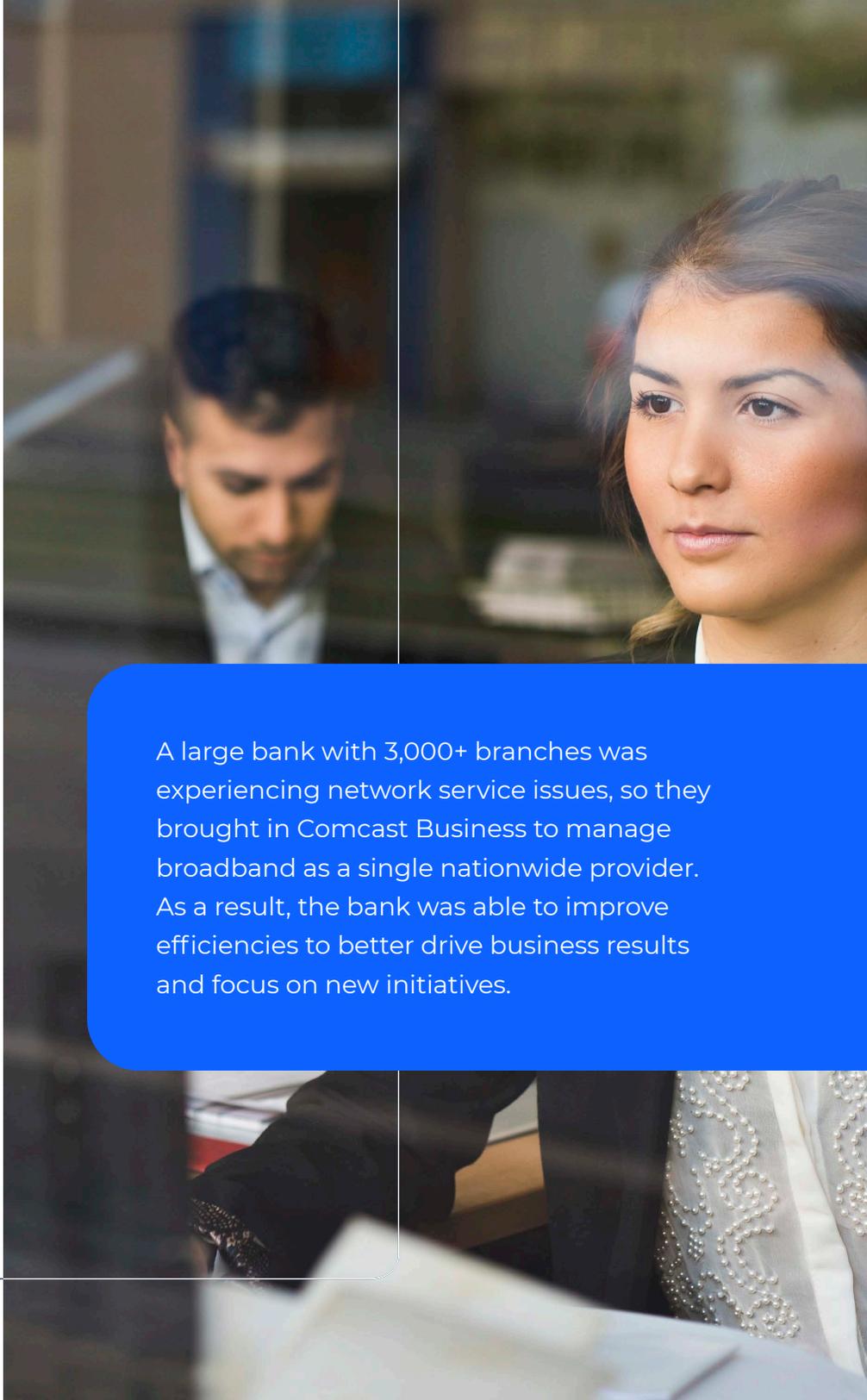
A large bank with 3,000+ branches was experiencing network service issues, so they brought in Comcast Business to manage broadband as a single nationwide provider. As a result, the bank was able to improve efficiencies to better drive business results and focus on new initiatives.

The technologies that enabled the sudden shift to virtual are not always optimal for the long term.

Your challenge:

The new normal is here for good

Very few bank employees were working from home before 2020. But the pandemic changed that, accelerating the shift to hybrid work. This new normal has been surprisingly effective.

The problem is that the technologies that enabled the sudden shift to virtual are not always optimal for the long term. The edge of the network you have to secure has become tremendously larger. Your reps are pulling up large documents or customer account histories with sensitive information, and they're using multiple devices that might not be secure. Unfortunately, most home networks and software VPNs are not designed for that kind of heavy lifting. A slow connection can be an issue for banks under pressure to provide seamless customer service while branch interactions are limited.

Embrace a hybrid work environment

With banks pivoting to a hybrid workforce, they will have to treat home-based workers no differently than branches from the perspective of being a network endpoint. With Comcast Business, you can empower remote employees with reliable enterprise-grade solutions powered by the nation's largest gig-speed network. You'll be able to:

- Help lessen IT's load by allowing Comcast Business to configure equipment and handle installation
- Leverage Comcast Business' enterprise support model to help relieve the burden on your helpdesk workers
- Boost productivity by providing remote employees with reliable enterprise-grade connectivity and network access

With this approach, you'll be better positioned to get the most long-term value out of knowledge workers in a hybrid workforce.

Make the human connection with Comcast Business

When you work with Comcast Business, you can:

$ **Transform the branch experience**

↻   **Create a scalable network**

👤   **Embrace a hybrid work environment**

When you do this, you'll empower your teams to innovate. You'll present a unified front to your customers—no matter where they find you. And you'll be able to take advantage of your branch-based human touch to differentiate your bank.

To learn more, please visit business.comcast.com/financial-services.

About Comcast Business

Comcast Business offers a suite of Connectivity, Communications, Networking, Cybersecurity, Wireless, and Managed Solutions to help organizations of different sizes prepare for what's next. Powered by the nation's largest Gig-speed broadband network, and backed by 24/7 customer support, Comcast Business is the nation's largest cable provider to small and mid-size businesses and one of the leading service providers to the Enterprise market. Comcast Business has been consistently recognized by industry analysts and associations as a leader and innovator, and one of the fastest growing providers of Ethernet services.

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