Elevating Financial Services: Unleashing the Power of Customer Experience and AI

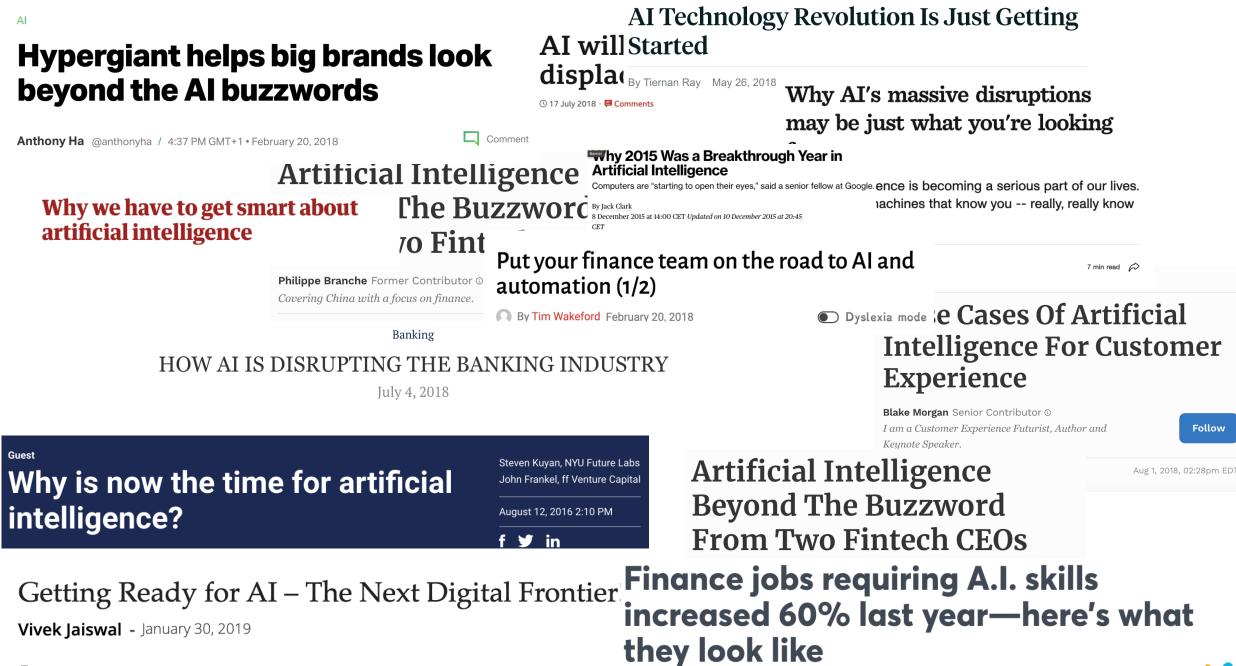
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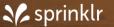
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Showing and Communicating Strength: Double Down on Trust

Clear vetted and approved messaging to strengthen confidence

- 1. Communicate strength, longevity and stability on all necessary channels
- 2. Create effective content with realtime internal and external collaboration
- 3. Reduce risk with compliant framework, governance



Showing and Communicating Strength: Rapid Response

Fast, relevant and nurturing customer interactions

- 1. Save deposits by enabling to address specific situational concerns
- 2. Reassure confidence by quickly responding to all inbound messaging.
- 3. Drive loyalty by using real-time Ai driven predictors of customer satisfaction



Showing and Communicating Strength: Proactive Engagement

Outreach to customers and market in the moment that matters.

- 1. Proactive outreach to individuals, audiences and the market to bolster confidence
- 2. Use AI real-time insights to drive relevant and personalised messages.
- 3. Mitigate bank runs and risk of PR crisis by moderating online discussions as they happen.

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Revenue goals driven by digital first across the organisation

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Sales Simplify the funnel Understand intent and timing Proactively adding value Marketing Track and measure in real-time – sentinment, performance and paid vs. organic

Public Relations

Governed sharing Opportunity identification Risk Management CX Unified, orchestrated journeys Compliant Lead with Empathy

Service

Focus on automation Deeply trained AI bots Related to sales initiatives



AI Empowering Finserv: 3 Use Cases

Customised Insights

Data distilled from any # of sources providing context driven insights & analysis

Contextual Guidance: Next Best Action

AI generated prompts on best action and response driven by use-case and circumstance

Personal Assistant

Purpose defined AI agent that will:

- Solve Individual Problems
- Answer questions
- Take appropriate action

1. To drive loyalty, trust is at least as important as performance

2. CX needs an empowered owner

3. AI is a tactic, not a strategy

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Thank you

Come visit us at the Sprinklr booth to see AI and CXM in action.