With inflation rising and a possible recession looming, the current economic environment is one of the most challenging in recent memory. For financial service companies, the pressures of the ongoing pandemic has made consumers less tolerant of subpar customer service. According to Zendesk’s 2022 Customer Experience Trends report, more than 60% of customers will leave after just one bad experience. Zendesk can help financial service companies improve the relationships they have with clients by delivering a personalized and secure omnichannel experience.

46% of bankers see legacy systems as the biggest barriers to the growth of commercial banks.

Advantages of Zendesk

Transform data into actionable insights: Deliver a single interface for easily accessible data, leading to businesses-impacting insights

Deliver seamless personalization: Differentiate from the competition through conversational messaging, contextual offerings, rewards, and omnichannel experiences.

Scale with AI and self-service: Provide more relevant answers faster and deflect tickets by encouraging customers to help themselves, allowing agents to focus on high-value client conversations

Build ecosystems that bring value to clients: Get a complete picture of customer behavior, which allows for a more tailored service

Challenges facing the financial services industry

- Competition from new market entrants
- Outdated contact centers
- Antiquated telephone systems that are unable to provide customer information — let alone details of the customer journey
- High volume of repetitive and technical questions
- Increasing number of tickets coming in through third-party social and messaging platforms
- Costly and difficult to update and maintain FAQ pages
- Hard to expand average revenue per account (ARPA)
- Struggles with hyper-personalization
- Inadequate analytics
Improve the customer experience while reducing costs

Major financial institutions with conventional brick-and-mortar branches have outdated business models that are becoming increasingly irrelevant to the modern financial services consumer. But finservs that provide a strong digital presence for customers have a distinct advantage over their more traditional competitors: They offer a more personalized banking experience with support across many channels while providing advanced security measures to protect client data—all at a lower cost of doing business.

**Use cases**

**Banking**
Visibility into customer relationships, reduced wait times, and improved speed-to-close of offerings.
- Retail banks
- Lending institutions
- Mortgage providers
- Commercial banks

**Capital Markets**
Understand client behaviors and respond in real time across multiple channels
- Wealth management
- Securities brokerage
- Mutual funds and ETF

**Insurance**
Manage complex workflows such as triggers based on claims and policy change requests
- Life
- Property and Casualty (P&C)

**Fintech**
Provide complete customer views along with proactive communication
- Online-only banks
- Payment providers
- Buy now, pay later
- Crypto

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**Zendesk enables finservs to:**
- Provide faster service at scale
- Create personalized experiences that differentiate their brand
- Deliver engaging experiences for customers
- Keep data secure to ensure client trust
- Drive improvements through analytics
- Design and employ new solutions quickly
- Automate manual processes
- Improve CSR effectiveness
How does Zendesk for financial services work?

Banks, capital markets, fintechs, and insurance companies can deliver seamless omnichannel experiences and AI-powered self service with Zendesk, tailored to fit with their brand.

Transform data into actionable insights
Delivers a single interface for easily accessible data leading to business-impacting insights

Deliver seamless personalization
Differentiate brands through conversational messaging, contextual offerings, rewards, and omnichannel experiences

Scale with AI and self-service
Get the best answers faster and deflect tickets by allowing customers to help themselves

Build ecosystems that bring value to clients
Integrate with tools and partners to get complete picture of customer behavior to offer more appropriate services
Customer Story: Nubank

Nubank is a Brazilian financial technology company that launched in 2013. In just six years, it has become the largest online bank in the western world. Nubank invests heavily in delivering customer service, using Zendesk Support for email and social media and Zendesk APIs to help give service agents a holistic view of each customer.

46% Tickets per month

800 Agents

6K+ "WoW" moments

“Zendesk enables us to empower our agents and reduce response time. We use the Zendesk API to connect all these different systems and provide our agents with views into what customers are doing and what they need help with. This system allows us to be truly customer-centric in our approach to support.”

Dennis Wang
Vice President of Operations, Nubank

Why Zendesk?

Zendesk is a service-first CRM company that builds software designed to improve customer relationships. We give businesses the flexibility to move quickly, focus on innovation—and scale their growth. Zendesk for Financial Services is a complete customer experience solution that allows companies to deliver secure and personalized services that improve the customer experience while eliminating inefficient and expensive processes.

Get started with Zendesk for Financial Services today