

# Intelligent Automation of Financial Services

## RPA-driven business transformation

Fast track your journey to automation

Explore new ways to emotionally  
connect with your customers at scale.

[AskFujitsuHQ@ts.fujitsu.com](mailto:AskFujitsuHQ@ts.fujitsu.com)

shaping tomorrow with you

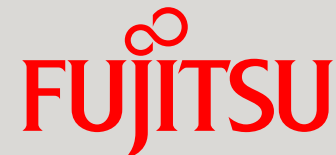
## Emotionally connecting with customers at scale

**A holiday company has gone into liquidation or an airline has suffered a data breach. The customers' first call is often to their bank. When they get in touch, they're typically in a vulnerable position: have accounts been accessed or is the dream holiday money lost forever? By automating customer remediation, banks have a huge opportunity to turn these emotional conversations into delightful experiences.**

Today, responding to these type of incidents 'at scale' customer disputes and questions swallows huge amounts of time and requires the rapid reallocation of multiple resources to deal with thousands of enquiries. Few banks have everything in place to do it. But with automation, while agents are reassuring customers on the call, the

robots are gathering data from across multiple CRM, core banking and product databases, transaction matching, and checking everything against the business rules created for the event. The decision is delivered back in seconds. This saves time, of course, and enables consistent decision-making. But the real value lies in enabling agents to emotionally connect with and reassure customers.

Banks can get proactive. As the incident is occurring, banks can spin up smart online forms in advance of customer calls to anticipate and remediate enquiries faster and more effectively. Going further still, robots can analyze segments of the customer population likely to be affected, send out proactive alerts, and even take remedial action without any customer input.

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