

Voice AI: Improving Customer Support in Financial Services

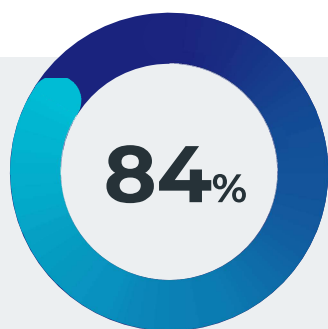
Better customer service and greater convenience are propelling large banking institutions to voice-enable mobile apps, contact centers, kiosks, and other devices. “Improved Customer Support” is the top driver of business value, and accessibility is a key benefit to users.



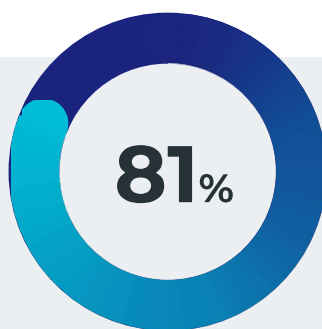
Top End-User Benefits From Voice Assistants

- Increased accessibility
- Easier to navigate menus
- Faster search
- Better customer experience
- Customer satisfaction

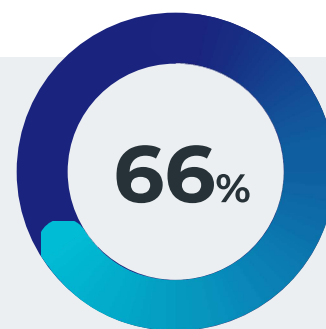
Leading Drivers of Business Value



Improve
customer support



Convenience &
speed for users



Increase
customer loyalty

“Voice Recognition allows a company to rationalize the process for everyone—which boosts productivity and efficiency levels with the use of smart devices which is easily accessible from anywhere.”

Opus Research Survey Financial Services Industry Respondent



94%

of respondents say customer service is the #1 business function fulfilled by voice assistants

Top 3 Reasons for Voice Implementation

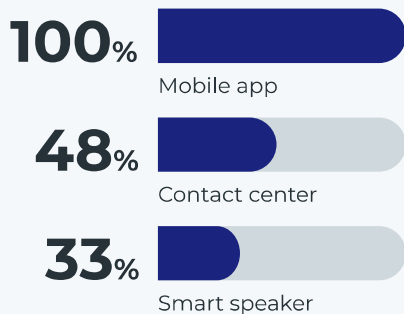
- ✓ Consistent brand experience
- 🕒 Convenience for customers
- 👤 Accessibility



A Proliferation of Voice-Enabled Channels

Beyond voice-enabled mobile apps, omnichannel voice assistant strategies are beginning to emerge. This is significant and a sign that maturing voice AI strategies are targeting improved customer satisfaction to drive business value.

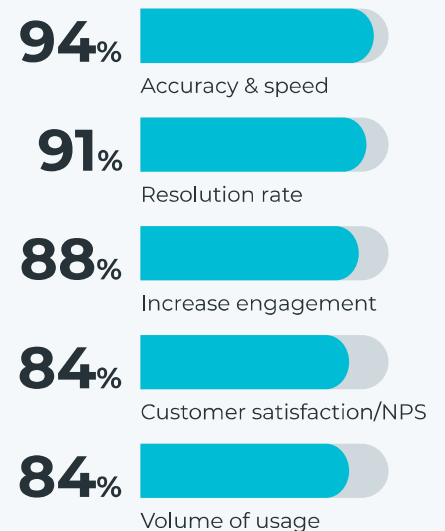
Where Voice Assistants are Deployed



The Business Value of Voice Technology



Top 5 Success Metrics for Voice Assistants



“The speed in which technology is capturing the market is increasing the responsiveness and resolution of issues.”

Opus Research Survey Financial Services Industry Respondent



53%

of respondents say monetization is very important as compared to other goals

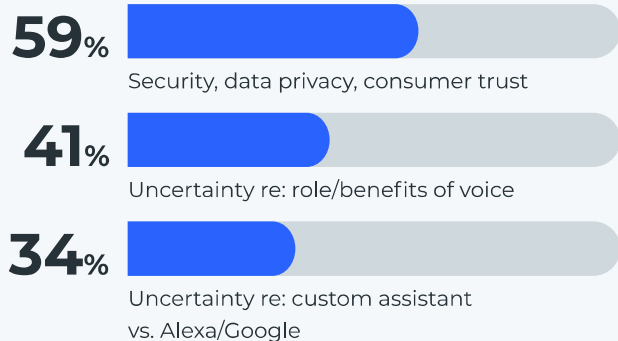
44%

of respondents plan to invest in voice ads/shopping

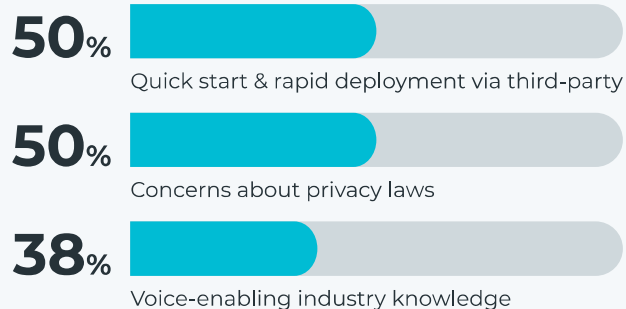


Security is still a top priority, leaving the door open to more customized voice assistants that allow businesses to control the user experience, while retaining valuable and sensitive data.

Top 3 Business Challenges



Top 3 Implementation Challenges



Most Common Future Outlook for Voice Technology



Consistent
customer experiences

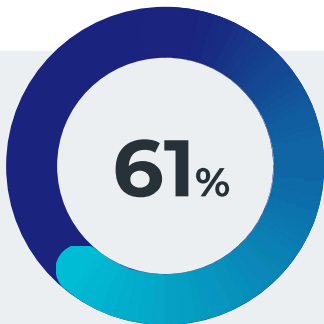


Increase breadth
of use cases

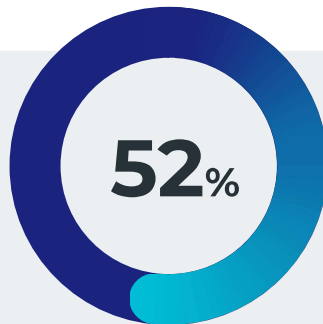


Expand into
multi-modal experience

Companies in the finance industry are leading the way along with quick service restaurants and the hospitality industry for incorporating voice AI into personalized service strategies.



of consumers have
“no problem” with
mobile banking



of customers use a variety
of channels to interact
with their banks

Key takeaway:

Omnichannel voice experiences will further increase customer loyalty in the finance sector.

Source: [Juniper Research](#)

The Business Value of Custom Voice Assistants

Find out how financial companies compare to the top brands in 7 other key industries in the Opus Research report, “Global Survey: The Business Value of Custom Voice Assistants.”

[Read the Report](#)

Learn more about Houndify's independent voice AI platform at [Houndify.com](https://houndify.com) and register for a free account, or [talk to us](#) about how we can help you bring your voice strategy to life.

