

# HAMMER

INFOSHEET

## VISIBILITY INTO COMPLEX MULTI-VENDOR CONTACT CENTER PERFORMANCE FOR FINANCIAL SERVICES

### DRIVE CUSTOMER SERVICE INNOVATION AND CONTACT CENTER EFFICIENCY

Financial services companies face several challenges in this increasingly digitized world, from the rise of AI and automation, to increased customer expectations for seamless and personalized experiences, and the need to seamlessly manage multiple channels and deal with complex customer queries simultaneously. While navigating these challenges, financial services companies also need to address an overarching challenge: to smoothly innovate customer experience in a world characterized by “business unusual.”

### ADAPT TO CHANGING CUSTOMER NEEDS

#### Improve CX, NPS and CSAT

Customers expect a frictionless experience and fast, reliable service using their channel of choice. To meet these expectations, your systems and applications need to improve agent performance and boost satisfaction. Hammer's solutions can help you be confident that actionable insights into system performance are helping to optimize operations, optimize uptime, and improve customer satisfaction.

#### Cloud Migration & Technology Upgrades

It is imperative to maintain high performance after upgrades, pinpoint and resolve issues before 'going live', and ensure multi-vendor system interoperability, seamless integration, and consistent service quality. Failure to do so can lead to service disruption (such as unexpected downtime and outages), poor customer experience, customer churn, performance post-upgrade, and costly post-production fixes.

#### Increased Frequency of Network Outages

Frequent outages delay and disrupt services, causing customer frustration, dissatisfaction, and churn. This can impact compliance and regulatory response times, brand reputation, and revenue as customers potentially switch to a competitor. This leads to call center staff handling large volumes of customer inquiries and complaints once service is restored.

#### Costly & Time-Consuming Manual Testing

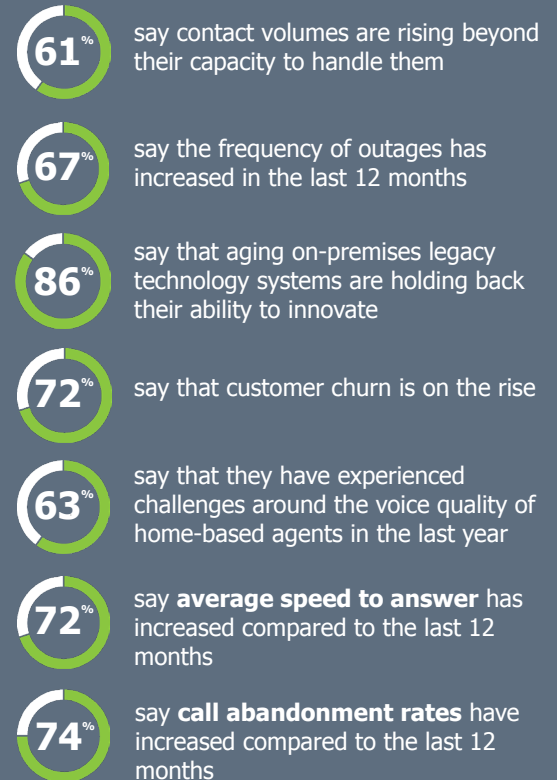
Frequent manual testing and ongoing monitoring of your complex systems take a lot of time, effort, and resources. It is often done across a limited number of scenarios, with some areas untested and prone to costly human error. It can result in expensive mistakes, and inaccurate test results that add to the cost of developing and maintaining your systems.

#### Maintaining Compliance & Security

Ensuring compliance is time-consuming and requires significant resources. With manual testing, you put guaranteeing regulatory compliance, protecting sensitive data in the cloud environment, and ensuring agent access to accurate and timely customer information at risk, leading to costly fines and legal liabilities.

### INSIGHTS

We surveyed contact centers in the Financial Services sector. Here's what they had to say:



### AN AUTOMATED SOLUTION

**Automated testing** simulates hundreds of thousands of calls to a contact center in a way that is not feasible with manual testing. It offers an end-to-end solution, meaning every part of the customer journey is tested – efficiently and cost-effectively.

It can be deployed during development, when new infrastructure or software is introduced, and once both are tested and live. It's equally effective and valuable any time changes are introduced to any part of the customer journey by anyone in the contact center or a third-party vendor.

### HOW HAMMER CAN HELP

#### IMPROVE CX, CSAT, AND NPS

Eliminate the risk of service-impacting technology failures around new releases, changes, and upgrades with automated testing and robust QA of IVRs, chat, email, and SMS applications. Hammer's solutions help you implement improvements that create frictionless customer journeys.

#### CLOUD MIGRATION

De-risk cloud migration and application implementation projects, including providers such as Amazon Connect and Genesys. Hammer helps expedite time to market with automated "end-to-end" testing, and typically delivers in a higher success rate due to broader test coverage.

#### REGRESSION TESTING

Run full functional, regression, and performance testing to identify CX-impacting issues with all vendors, covering infrastructure, technology, integration, toll-free numbers, and critical IVR paths. Detect and eliminate defects in minutes instead of days!

#### AUTOMATION, AI, AND CHATBOTS

Consistent test execution and clear reporting quickly identifies bugs and validates fixes. Ensure quick and efficient customer service, personalized interactions, and seamless omnichannel experiences based on recent interactions and banking needs.

#### COMPLIANCE AND SECURITY

Avoid hefty fines and legal liabilities by maintaining compliance with industry regulations. Frequent testing and monitoring of customer journeys and interactions confidently identify and resolve potential security and compliance vulnerabilities.

#### EXPEDITE TIME-TO-MARKET

Broaden user spectrum with intuitive and efficient test case development. Non-technical users can document user experience test cases and business requirements without scripting, ensuring optimum contact center efficiency in meeting customer needs.

### TECHNOLOGIES WE TEST



#### HAMMER FREE CX BENCHMARK ASSESSMENT

Take advantage of a free 7-day baseline assessment. Get detailed insight into the performance of your contact center to identify and fix issues that could lead to non-compliance. [Access it here.](#)

#### About Hammer

Hammer, an Infovista business and global leader in network and service testing, performance monitoring, assurance, and analytics, provides customer experience assurance solutions across two market categories: network and service performance monitoring, assurance, and analytics for Communications Service Providers (CSPs), and automated customer experience testing and monitoring for Enterprise Contact Centers. Many of the world's leading CSPs and Enterprises depend on Hammer solutions every day to increase customer experience, service performance & quality and revenues, whilst reducing operational costs and customer churn.

For more information, visit [www.hammer.com](http://www.hammer.com).