

EBOOK

REIMAGINING THE EMPLOYEE AND CUSTOMER CONNECTION IN FINANCIAL SERVICES



THE INDUSTRY IS UNDERGOING SIGNIFICANT WORKPLACE EVOLUTION

The financial services industry has been built on the foundation of in-person connection. However, that's changing fundamentally.

Today, customers are looking for new and innovative ways to maintain that personal touch, ways that do not require visiting a branch or an office. Simultaneously, employees are expecting a hybrid working model, and are opting to work for companies that not only provide that flexibility but also have the right tools and culture to enable it.

This trend is further accelerated by the recent economic uncertainties as financial services organizations are optimizing their real estate to drive operational efficiencies.

All this is happening at a time when ensuring compliance and data security is becoming a growing challenge.

These evolving forces mean that financial institutions would need to deliver trust and innovative experiences through digital channels, that can scale easily, accommodate hybrid work, and leverage existing investments - all while meeting the security, privacy and compliance requirements. Institutions that can deliver on this agenda can unlock a significant competitive advantage.

52%

Respondents said they are looking to reduce their office space over the next three years, up from 44% in 2021.²

58%

of financial services employees say their ideal workplace is entirely or mostly remote. This compares to 34% for employees across all industries surveyed.¹

\$5.97M

Average cost of a data breach in financial services in 2022, up from \$5.72M in 2021.³

"It's not only employee expectations that have fundamentally changed; customer expectations have, too. Curbside pickup once seemed novel, but now it's expected. Customers will want to enjoy both the conveniences they've grown used to and the in-person experiences they have missed — all within operational constraints. It won't be easy, but the opportunity for every business is to get this mix right."

Judson Althoff,

Executive Vice President of Worldwide
Commercial Business at Microsoft Corporation

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REIMAGINING THE EMPLOYEE AND CUSTOMER EXPERIENCE

As financial services institutions look to build a new system to bring together human, social and knowledge capital for this hybrid, virtual-first workplace, they need to look at five key aspects.



Seamless collaboration across physical and digital spaces



Video-first executive connection



New onsite customer experiences



Security and compliance for an expanded perimeter



Resiliency and cost optimization

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COLLABORATION

DESIGN PHYSICAL SPACES FOR PEOPLE NOT IN THE ROOM



Today, people want the same experience connecting with their clients and colleagues, whether they are remote or are present in the same room.

From a meeting perspective, this means every individual should be seen and heard, irrespective of where he or she is joining from. Also, if the meeting is happening in a physical room, people must be able to walk-in in any room and start or join a meeting seamlessly.

However, this is too not often the case. Most meeting rooms are designed for the people present physically, where remote attendees feel like they're on the outside looking in. Further, Microsoft research shows it takes 11 minutes to just start a meeting in the current set-up.

Add native device and enhanced collaboration capabilities to your meeting rooms

By standardizing on Microsoft Teams Rooms devices, you can empower people to join any meeting with one-touch join. Intelligent cameras and speakers, along with inclusive features such as live captions, live transcription, reactions, chat, etc. ensure every person can be seen, be heard, and participate from any location.

Finally, you can leverage the whiteboard capabilities of Microsoft Teams Rooms and Surface Hub to provide a shared digital canvas, fostering collaboration and co-creation.

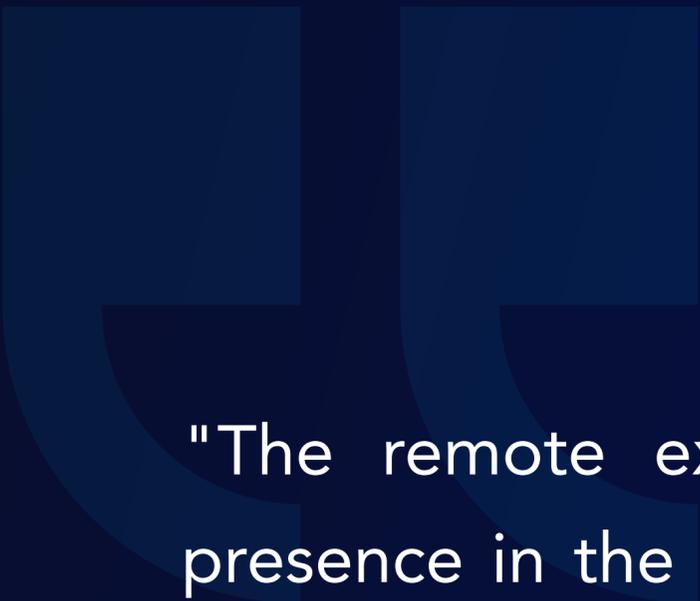
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"The remote experience taught us the power of symmetrical presence in the workplace. The **New Hybrid** will be one where all participants are full participants, fully enfranchised, with full presence in meetings and the workplace."

Bill Buxton,
Partner Researcher at Microsoft



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ENHANCE YOUR VIDEO-FIRST EXECUTIVE CONNECTION

For financial services organizations, maintaining open engagement and driving trust is key. As video becomes central to how we communicate, leaders need to level-up how they engage with everyone, whether they are bringing employees together for townhalls and events or delivering analysts briefings or making any public announcement or speeches or building executive thought leadership.

Level-up your broadcast experience

Leadership broadcast through a corporate studio can bring the ideas of your executives to life and help them connect with everyone globally in a modern, digital - and human way.

With **Diversified and Microsoft 365 Live Events**, they can engage with thousands of concurrent viewers with high quality streaming and drive in-person like engagement with features such as live Q&A, and AI-powered captions and translation.



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TRANSFORM **ON-SITE CUSTOMER EXPERIENCE**

Since the introduction of the ATM, self-service has become an intrinsic part of retail financial services. So much so that this has changed the role of in-person interactions with tellers or financial advisors. Today, these in-person interactions are much more personal, much less transactional, and much more intrinsic to a great experience. However, as financial services organizations optimize their real estate space, they would have to re-think these in-person engagements.

Bring your digital experiences on-site with remote kiosks

A truly modern banking experience, remote kiosks, can help you redefine these in-person interactions. These remote kiosks are manned by a virtual teller, who can work from anywhere and address any complex issues such as financial advice, loan qualification, or personalized information about account or credit cards.

This enables your customers to interact with experts at almost any time of the day and importantly, reduce your branch costs and improve utilization of experts - a *win-win for all*.



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STRENGTHEN **SECURITY AND COMPLIANCE** FOR THE DISTRIBUTED WORKFORCE

Financial services organizations have the most stringent security, compliance, and governance controls. They need to protect the data, identity, devices, and applications, to not only build trust with customers but also meet compliance requirements from regulatory bodies such as SEC, FINRA, FFIEC, and CFTC. In addition, financial institutions are also subject to laws such as Dodd-Frank and the Sarbanes-Oxley Act of 2002.

A more remote, digitally connected workforce increases these security and compliance concerns, with a greater volume of sensitive communication and data having to move beyond the physical perimeter.

Achieve both - Hybrid work experience and Compliance

With Diversified and Microsoft, get strong enterprise security, including capabilities to protect sensitive information and prevent insider risks.

Some of the controls we apply:



Set-up private channels for private and sensitive content



Mitigate insider risks through business information barriers



Archive communication and content in immutable form



Audit and report activities, communications, and business events



Prevent unauthorized data exfiltration



Ensure compliance with global standards and financial services regulations

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DO MORE WITH LESS

As organizations navigate this period of economic uncertainty, they need to find a way to stay resilient and emerge much stronger. This means they would need to make more with less possible i.e. more agility, more resilience, and more innovation, but with less cost and less complexity.

Eliminate redundancy and simplify management

When companies work with multiple technologies and vendors, they can build up cost and redundancy significantly. This also leads to disjointed systems and integration issues. **Diversified and Microsoft provide you with the best of breed and best of suite solutions for all your hybrid workplace needs.**



Consolidate a complex licensing structure



Benefit from seamless, native deployment



Cut consulting, deployment, and integration costs and time



Reduce device management and optimize IT administration



Improve IT efficiencies for new devices, apps, and infrastructure

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MAKE YOUR HYBRID TRANSFORMATION REAL WITH DIVERSIFIED

As you prepare to serve digital-first customers and empower a flexible, hybrid employee experience, you need a partner you can trust to navigate the current scenario i.e. one that understands the unique workflows of the financial services industry and has wide capabilities to provide you custom tailored solutions.

Diversified has been working with leading financial services organizations globally, providing them solutions for collaboration, communication, and experiential and advanced environments.

 20,000+ meeting rooms deployed
5,000+ rooms delivered annually

 50+ Countries delivered with
predictable, reliable outcomes

 Self-sufficient: We do the *“heavy lifting”*

 Issue resolution as discovered

 Risk mitigation

 Innovation

 Harmonized pricing & user
experience

 Adapt, evolve, improve





**WE ARE CONNECTING PEOPLE,
TECHNOLOGY, AND EXPERIENCES
WHERE IT MATTERS MOST**



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ACTIONABLE STEPS TO GET STARTED TODAY

Our portfolio of solutions is built for the era of hybrid work – enabling you to drive stronger collaboration, connection, and experience.

Select the right starting point that meets your business and technology goals:

Hybrid Meeting Workshop

Envision the possibilities with Microsoft Teams Rooms and get a plan to drive seamless transformation and adoption.

Modernize Communications Workshop

Get a modular engagement to experience the vision for Microsoft Teams Phone and advanced communication scenarios.

Corporate Broadcast Studio Workshop

Understand the art-of-the-possible with your broadcast studio and get an action plan to achieve your vision.

For more information, get in touch with us:

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