

EY Augmented Interaction Manager (AIM)

Providing real-time contextual insights to increase relationship manager efficiency

The role of the relationship manager (RM) is changing rapidly due to technology, competition and rising customer expectations.

Key challenges:

- 134% of revenues in the SME segment will migrate from the traditional banks to challengers and disruptors who will compete by offering superior digital offerings, with low banking fees.
- 2More than 50% of SMEs prefer banks to “leave them be” in terms of their relationship.
- Increasing pressure on RMs to meet wide-ranging and complex client needs.
- Increasing pressure to leverage technology, analytics and AI to provide better advisory services to clients and reduce costs by moving toward more digital interactions.

EY AIM solution benefits

- ▶ Core system Integration: Provides full flexibility to integrate existing core capabilities such as Microsoft Teams / CRM tools that improves ease of use, enables data integration and avoids duplication and repetitive effort
- ▶ Enhanced personalization: Allows RMs to manage, tag, assign risks and prioritize clients as well as view client and business profile details during a call to prompt instant responses
- ▶ Discussion areas: Captures high-level meeting discussion areas, decisions and highlights during a call for efficient conversation and easy distribution

Derive greater value from customer conversations

The evolutionary journey of customer relationship management (CRM) and how prospects and customers interact with banks has fundamentally changed how RMs go to market. The EY Augmented Interaction Manager (AIM) is a cloud-enabled solution built on Microsoft Azure cloud that facilitates seamless interactive experiences and better conversations between banks and their customers. It provides relationship managers with a flexible, scalable, personalized, and data-driven approach with improved user experience and modern AI technology to efficiently advance their prospective and existing client relationships. Integration with Microsoft Teams also helps banks to derive valued insights from customer conversations leading to better conversions, reduced customer service costs, and newer channels to grow, scale, and improve business efficiency.

EY AIM Accelerators using Microsoft Azure Services

Accelerator	Function
Intelligent assignment	Real-time insights that provide access to relevant news articles and materials for RMs to engage the right resource and initiate a needs-based conversation for clients or prospects' additional understanding or knowledge.
Call mechanics enrichment	Real-time voice-to-text transcription with sentiment analysis and instant lookup information from common resources that helps enable prompt customer responses in a more client-centric way.
Market insights	Provides RMs with resources based on the client industry code to better understand current state information during conversations that helps enable RMs to offer recommendations, identify new opportunities, flag concerns and receive feedback, and ultimately improve client relationship.
NLP and more modern technology	Natural language processing models used in AIM can be trained and optimized to business needs and will evolve along with the growth in customer base. Analysis of recorded call library with audit trail can identify growth drivers, sector alignment and customer alignment.

Representative case study: Global investment bank arms its' RMs with more significant product recommendations

A global investment bank was looking at arming its RMs with a more significant deal of product recommendations than they currently have at their disposal.

Challenges

- ▶ Repeated meetings with clients ahead of closing cause clients to lose interest
- ▶ Inconsistent keeping of customer records and call notes throughout the business
- ▶ Disconnected library of client-serving applications requires RMs to learn and navigate through multiple applications to serve their clients

Activities

- ▶ Development of requirements with client
- ▶ Configuration of UX/UI to client environment
- ▶ Creation of models specific to client libraries

Expected client benefits

- ▶ Lowers cost to acquire a customer
- ▶ Increases CSAT
- ▶ Promotes higher customer lifetime value

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For more information, visit: ey.com/Microsoft.

1 Source: Citi GPS - Global Perspectives & Solutions

2 Accenture: 2019 UK SME Banking Survey

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