



Three Digital Transformation Trends for Financial Services Contact Centers

Financial services contact centers and outsourced contact center service providers face a critical challenge in restoring trust and digitally transforming the voice channel as a result of fraud, spoofed calls and robocall scams plaguing customers. In this infographic, we discuss some of the key challenges and trends explored in TNS' latest eBook "Digital Transformation Trends for Financial Services Contact Centers."

Trend 1: Protecting Customers

Data from the **Federal Trade Commission** shows that consumers reported losing more than **\$10 billion** to fraud in 2023, marking the first time that fraud losses have reached that benchmark.

73% Nearly three-quarters (73%) of US adults are concerned about robocalls scams that claim to be from a financial services provider, according to TNS survey data.

Businesses are facing the prospect of reputational damage and being hit with significant penalties because of call number spoofing scams.

As a result, financial services contact center operations are deploying TNS Enterprise Authentication and Spoof Protection to protect their brand and customers.

92% 92% of consumers believe financial services organizations should be taking all measures available to protect customers.



With this technology, you can be confident that only verified calls are allowed to reach customers and non-authenticated calls can be immediately blocked from using your number.

Call number spoofing is a type of scam where bad actors "spoof" or use the phone number of a legitimate organization to convince a victim that they are interacting with a known and trusted source.

Trend 2: Brand Recognition

A prospect may express interest in your services through other channels such as the web, email or social media but when a call agent tries to contact them, they're met with no answer.

68% 68% of US adults never answer a phone call from an unknown number.

76% 76% have missed calls from unknown numbers they would have answered had they known who was calling them.

TNS Enterprise Branded Calling allows contact centers to digitally transform the voice channel by presenting rich brand information (such as name and logo) on a consumer's incoming call screen.

81% 81% of business leaders see customer experience and support as growing priorities over the next year, according to the **Zendesk Customer Experience Trends Report 2023**.

74% 74% would answer a branded call from a company that they had inquired about their services via an online form or requested a callback.



Trend 3: Data Is King



Financial services contact centers are using insights into calling behaviors to help more effectively report on KPIs, optimize operations and efficiently reach customers.

Vocalcom reported on 11 essential KPIs for outbound call centers, which included call pickup rate, average call duration and rejection rate.

Telephone Number Reputation Monitoring and TN Insights is a reporting tool that presents outbound call data metrics such as:

Calls answered, declined, blocked and missed, along with contact rate and duration analysis.

Advanced reporting to benchmark calling practices against industry peers.

The Benefits of TNS Solutions



TNS Enterprise Authentication and Spoof Protection



Provides reassurance that spoofed calls are proactively identified and corrective action is taken before reaching the consumer.



Prospects who trust the call is legitimate have greater confidence and are more likely to convert into a customer.



Get to the reason for the call quicker by reducing time spent on verification.

Learn more: tnsi.com/enterprise-authentication-spoof-protection

TNS Enterprise Branded Calling



Priming the customer with rich call content on-screen gives them the confidence to answer.



Promotes efficient engagement and receptive conversations.



Provide a level of customer service your competitors may be overlooking.

Learn more: tnsi.com/enterprise-branded-calling

Gain insight by downloading the eBook **Digital Transformation Trends for Financial Services Contact Centers**.

<https://tnsi.com/resource/com/digital-transformation-trends-for-financial-services-ebook/>

