CHANGE THE GAME

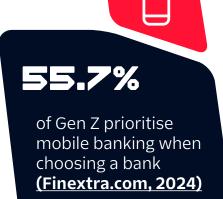## For customer experience in FS&I with Voice AI

Increasing competition, tightening regulations, and outdated legacy systems. These are just some of the challenges financial services and insurance (FS&I) companies must balance today. Underpinning all of this is the long-term priority of winning and maintaining that all-important customer trust.

As modern customers increasingly expect services tailored to their preferences, AI is naturally gaining popularity as an efficient solution. But many companies are yet to fully leverage its capabilities to transform their customer support journeys and get the most from their digital investments. That's where Twilio's Voice AI capabilities come in.

The customer support landscape for FS&I organisations

While FS&I companies are already leveraging AI for customer service, fraud detection, and to automate operations, there's still room for improvement in how it can be used to better meet customer needs:

3/10
insurance customers are unhappy with the digital channels available today (**McKinsey 2023**)

55.7%
of Gen Z prioritise mobile banking when choosing a bank (**Finextra.com, 2024**)

$57BN
projected cost for banks to maintain legacy technology (**FinTech Magazine, 2023**)

The power of AI for Voice

With Twilio's Voice AI capabilities, FS&I companies can transform their customer support journeys and unlock exceptional experiences. These include:

1

Personalised Virtual Agent

Offering intelligent, human-like experiences that help FS&I companies address customer needs effectively and efficiently.

2

Intelligent Routing

Using comprehensive context to seamlessly direct interactions to the most appropriate agent, ensuring smooth transitions and effective resolutions.

3

Human Augmentation

An assistant for live agents and supervisors, acting as an AI-powered copilot, providing immediate, personalised insights and recommendations from various data sources.

4

Actionable Insights

Helping FS&I companies monitor and analyse virtual agent interactions, while using conversational insights to personalise future interactions.

Power greater customer journeys

The pressure is on to adapt and overcome. With Twilio's AI-enhanced solutions, FS&I companies can win that all-important customer trust by delivering smarter, more efficient services rooted in real insight.

Explore how to modernise your legacy systems and make the most of AI's capabilities in our 3-step checklist.

Read checklist

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