

for financial services



Deliver Superior Customer Experiences

Financial Services Institutions, bruised by economic crises and bad publicity, are faced with the challenge of rebuilding customer confidence. Confronted by the increasingly rigorous demands of compliance, the need to cut costs on the High Street and the pressure to support new communication channels, institutions are redefining their approach to service in an effort to counteract the effects of a less loyal customer base. Banks, insurance companies, investment providers and other financial service companies are striving to provide exceptional customer service across multiple channels of engagement rather than depend on historical channels – such as branch personnel – in isolation.

Single Customer View

Callcredit Cosmos Interactive helps Financial Service Institutions to engage with their customers in an informed and personal way irrespective of the channel of communication. We understand the challenges facing a market sector that is adjusting rapidly to new ways of doing business whilst making certain that customer engagement is transparent, efficient and open to scrutiny. Callcredit Cosmos Interactive for financial services allows institutions to keep pace with regulatory compliance by ensuring that all customer touch points adhere to common standards. Sophisticated workflows enforce corporate governance allowing institutions to demonstrate to regulatory bodies and customers alike that they maintain the highest possible standards. Whether handling complaints or selling financial services, Callcredit Cosmos Interactive makes sure the correct processes are followed and documented.



Callcredit Cosmos Interactive

Callcredit Cosmos Interactive transforms traditional financial services operations into omni-channel operations, creating vast potential and opportunity for providers of all size and specialism. Designed from the ground-up as a specialist platform, Callcredit Cosmos Interactive underpins the provision of consistent, engaging and informed experiences at every customer touchpoint – whether in-branch, online, via contact centres or on the move. With Callcredit Cosmos Interactive in place, Financial Services institutions have a single customer view spanning all channels of engagement – with insight on product history, financial needs, marketing preferences, contact details and much more. The view of the customer builds over time with the addition of social media and customer interaction to enable the complete understanding of customer relationships.

Key Features

-  Customers can seamlessly switch between channels of communication during a single journey without compromising the experience.
-  Customer records are enriched, enhanced and accessible from a single customer view that connects all communication channels.
-  Customers are free to choose any channel of communication including email, telephone, web chat, SMS, document, social media, and mobile.
-  Customers receive a consistent engaging experience no matter what the channel.
-  Processes are simplified and streamlined and costs reduced.
-  Existing technology investment is protected.

Financial Service Opportunity

With Callcredit Cosmos Interactive, Financial Service Institutions can embrace the complete omni-channel opportunity and provide services across multiple channels. Armed with a deeper understanding of customers and their financial needs, providers are perfectly placed to deliver personalised experiences that make customers feel recognised and valued. These exceptional experiences provide the foundation for improved customer loyalty, brand advocacy and overall success in the new financial world.

Loyal Satisfied Customers

Our solutions make customers feel special. We make it possible for organisations to deliver personal service at any scale, creating the sense in customers that they are known, understood and valued. The experience is the same across all the channels of communication they use and stage of the journey they are on – across everything from initial marketing engagement that is timely and relevant to concluding stages such as on-time deliveries. Customers served within Callcredit Cosmos Interactive environments respond extremely positively feeling that:

-  Irrespective of the way I make contact they know who I am and what I want
-  The people I speak to can deal with everything first time, no need to call back
-  The marketing I receive is so much more interesting and relevant to me

Callcredit Cosmos Interactive Solutions



About Intuate Group and Callcredit Cosmos Interactive

For over a decade Callcredit Cosmos Interactive has helped organisations to deliver exceptional customer experiences. Our solutions have been designed from the ground up to address the challenges of a omni-channel world where increasing complexity can all too easily be a barrier to great customer service.

By streamlining customer journeys, automating labour intensive processes and empowering employees to deliver great service, our customers:

- Improve Contact Centre efficiency and reduce operational costs
- Improve the customer experiences at every touch point
- Increase customer loyalty and create enthusiastic advocates for their brand
- Exceed requirements for statutory compliance
- Reduce risk and dependency on legacy systems
- Create competitive advantage and brand leadership
- Increase revenues and customer lifetime value