

CHANNEL OPTIMIZATION

CONNECTIVITY

ORCHESTRATED BY CDW

Today's empowered, tech-savvy bank customers and credit union members expect a perfect transaction every time, in every channel and seamlessly across channels. Optimizing that experience requires a scalable IT infrastructure that can support core processing systems, existing and new technology, and state-of-the-art applications. If your technology isn't up to the task, customer loyalty and retention is a challenge and your business performance suffers.



CHANNEL OPTIMIZATION: OUR APPROACH

Optimizing your IT infrastructure to meet the demands of the omnichannel banking experience can be daunting. CDW experts can help. We have the experience and the right technologies to ensure you are delivering an effective omnichannel experience in an efficient and cost-effective way.



BRANCHES solve complicated issues by providing:

- End-to-end service via bankers with mobile devices
- Remote experts enabled by videoconferencing solutions
- Digital signage and self-service kiosks to streamline customer experience



MOBILE technology offers high satisfaction by:

- Ensuring secure transactions over wireless networks
- Delivering on-the-go mobile apps



CUSTOMER ENGAGEMENT CENTERS

support quick and intuitive methods to improve communication:

- Dashboards serve customers more efficiently and effectively
- Customer Relationship Management (CRM) software and analytics
- Trouble Ticket systems to reduce wait times, reroutes, dropped and abandoned calls



ONLINE bankers can assist customers 24/7 using:

- Web-based access to information and transactions
- Seamless messaging – email, video and IM/presence – with content sharing



IT INFRASTRUCTURE is the foundation of the omnichannel configuration, which:

- Delivers a consistent, integrated experience across all channels
- Secures data against loss and cyberthreats
- Facilitates data storage, retrieval and access



SERVICES provide guidance to banks and credit unions on aligning mission-critical goals:

- Network assessments
- Hosting and managed services
- Cloud-based configurations
- Telecommunication consulting



CONSIDERATIONS WHEN CREATING YOUR CHANNEL OPTIMIZATION STRATEGY

When your goal is to improve the customer experience, while also increasing productivity, efficiency and streamlined operations, it's hard to know where to begin. These questions can help you get to the core of the situation:

- Is your network infrastructure able to handle the demands of mixed data, video and digital voice traffic?
- Do your branches support a universal banker model with mobile devices and video?
- Are your customer-care agents equipped with collaboration tools that enable service and management via multiple channels?
- Can your storage capacity and performance keep up with current and future network demands?
- Are your network access controls and mobile channels secure against cyberthreats?

PARTNERS WHO GET IT

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At CDW, our IT experts work with you and our leading technology partners to orchestrate a solution that will keep your customers and members loyal, while keeping your IT infrastructure secure, efficient and cost-effective. We can help you:



ASSESS

Evaluate business objectives, technology environments and processes; identify opportunities for performance improvements and cost savings



DEPLOY

Assist with product fulfillment, configuration, broad-scale implementation, integration and training



DESIGN

Recommend relevant technologies and services; and document technical architecture, deployment plans, measure of success, budgets and timelines



MANAGE

Proactively monitor systems to ensure technology is running as intended and provide support when and how you need it

Call now. Contact your CDW Financial Services Account Manager at **888.706.4239** or visit **CDW.com/banking**