

Bank of America

Improving Customer Convenience



“Convenient access to help when, where and how a customer needs it is the cornerstone of how we serve our customers. We are able to bring our expertise closer to our customers with face-to-face interaction provided through our partnership with Cisco.”

Rob Auleback
Senior Vice President, Bank of America



Challenge

- Expand customer access to banking experts through digital innovation
- Create test bed for new technology and capture customer feedback
- Reposition brand to restore confidence and grow

Solution

- Cisco® **Remote Expert** with contact center integration
- Simplified use for both customers and experts
- Cisco Design and Integration Services

Results

- Over **10,000 customer interactions in 85 branches**
- Customers enjoy the connection and commitment
- **Expanding to 500 branches**, across three financial services lines of business (Mortgage, Financial Advisors, Small Business Bankers)