



Optimizing Relationship-Based Banking Approach in Branches

“We’re moving more toward relationship-based banking ... it’s helped the branches in the pilot program increase revenue by nearly 50 percent ... The time the bank has saved using the virtual banking tools allowed UMB to meet with and call an additional 1 000 customers.”

Shelly Nischbach
Senior Vice President, UMB Bank



Challenge	Solution	Results
<ul style="list-style-type: none">▪ Free bank personnel to take more time with customers▪ Move from transaction-based to relationship-based banking▪ Increase productivity	<ul style="list-style-type: none">▪ Deploy Cisco® Remote Expert to provide access to resources outside of the branch▪ Use LongPen remote robotic signature technology so customers can sign their name electronically▪ Design room to emulate face-to-face environment	<ul style="list-style-type: none">▪ Approximately 50% increase in revenue▪ Saved 150 hours for bank personnel per 500 transactions▪ Meet with ~1000 more customers at remote expert enablement branches versus other branches

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