



## **EBI BankConnect**

### **“Talents of Customer Service in the New Era”**

#### **Quote of the Panel**

**“There is no one-size-fits-all solution for current customer needs”**

#### **Main Insights**

- There is a shift from the traditional Customer Service concept to Customer Experience or Customer Journey concept.
- AI is reshaping the customer services' concept and providing a more personalized experience.
- The customer should be informed with full information and should know the right channel he should use, whether call center, branch visit, chatbot, etc.
- KYC has evolved from a compliance-oriented procedure to a strategic source of customer insight into product personalization.
- Data analysis of information gathered from KYC, customer transactions, and customer feedback are essential sources of all newly issued products with high accuracy.
- Segmentation now is not made in its traditional way, but it is based on different personas.
- AI will not replace humans, but it enhances customer journey and helps in providing better customer experience.
- Banks should invest in their employees and prepare for the shift toward automation, which may lead to the elimination of certain positions.
- The human element is the most important asset in customer service and serves as the primary source of support during crises.
- The customer journey should always include a personalized message. Also, an emotional attachment should be present between the customer and his bank.

#### **Recommendations**

- Senior people with deep experience should transmit their knowledge to next generations.
- The right caliber should be hired for customer service roles and equipped with strong, comprehensive training.
- Customer service targets should fairly balance productivity and quality, with quality as the primary focus.
- Banks should build loyalty with younger generations now through bank simulations and activities, as they will be the bank's future customers.