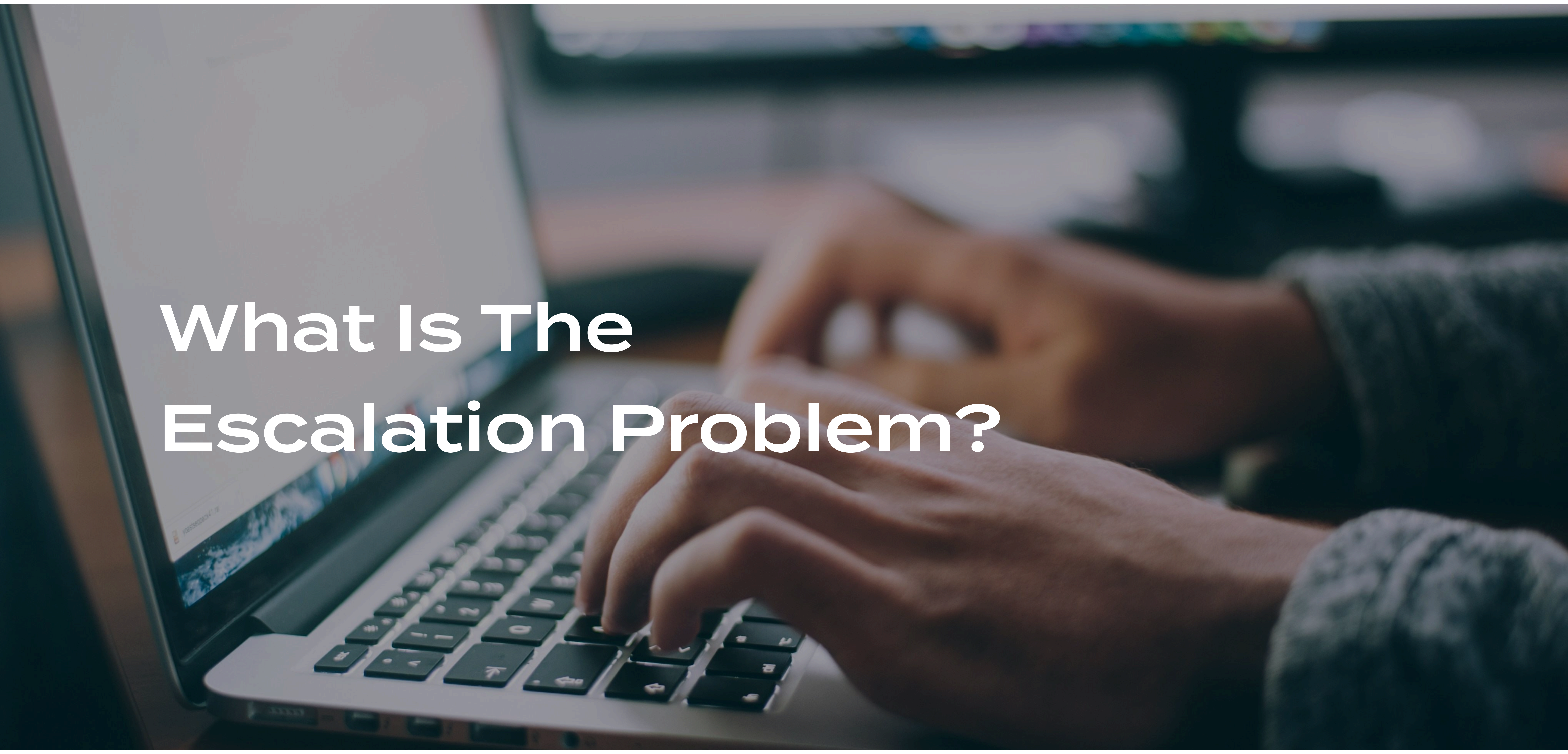
How Video Banking Solves The Escalation Problem.

Answering the toughest question in the
customer service landscape: Can I speak with someone?



What Is The Escalation Problem?

Customer experience expectations have never been higher in banking with the emergence of digital banking. However, our hyper-accessible banking landscape is failing to answer the most important customer experience question: What happens when a customer needs to speak with a real person?

The transition from digital to human interaction is too clunky. Customers clicking through websites to find answers, only to hit dead ends. Phone trees that loop or disconnect. For customers, this journey is not just frustrating—it's unacceptable.

Research confirms that one of the most significant breakdowns in the modern banking experience is the handoff from automated systems to human interactions. As self-service tools become more dominant, connecting with an employee at a financial institution is harder. The inability to "talk to someone" at the right moment is creating missed opportunities.

Video banking offers immediate human access

What Your Customers Are Saying

According to numerous studies on customer experience in banking, nearly 60% of consumers say it's difficult to reach a human when they need help from their bank. The frustrations are more than anecdotal—they're measurable and costly.

> **75% of people expect seamless digital banking channels**

Here is what your customers are saying.

- **Only 29% of customers say it's easy to reach a human agent** through their bank's contact center.
- **51% of consumers say they had to repeat their issue** to multiple agents during a single inquiry.
- **40% report having to restart their explanation** when transferred
- **Over 50% of customers say they've hung up in frustration** after failing to get the help they need.

Why The Data Matters in 2025

The escalation problem is not going away. It will continue permeating as financial institutions become more dependent on the self-service tools their customers want. And it will continue harming customer trust.

According to one study, 1 out of 4 people likely to leave their current financial institution in the next year have had a poor service experience.

In an era where acquisition costs are rising and competition is intensifying, no financial institution can afford to let poor escalation experiences drive customers away.

1/3 of customers say they want to see stronger customer support, but only one in 10 financial institutions say it's a top priority.

The escalation challenge isn't just a customer experience issue—it's a brand reputation and bottom-line issue.

> **40% of people would leave an FI for better customer service**

Video Banking As The Solution

It is crucial that financial institutions respond to this problem with real action. That is to say, an omnichannel system isn't enough. Without powerful tools that create seamless human interactions, omnichannel is truly worthless.

Video banking is that powerful tool. It enables customers to speak with real employees from wherever they are.

Video banking decreases wait times by >50%

Whether customers are in the branch or online, video banking offers a seamless handoff between self-service and human interaction. And not just any interaction.

Customers can complete 90% of banking interactions from within a video call.

That means that a customer chatting about auto loans is immediately transferred to an employee that can get their loan completed right then and there.

It means someone browsing the new accounts page can open a new account in seconds, without transfers.

What Video Banking Means For Financial Institutions

Video banking fundamentally changes customer experience for the better. Here's why:

- **Frictionless Escalation**: Customers can instantly connect with the right live employee, skipping transfer loops. Video banking gets them in front of the right person immediately.
- **Higher First-Contact Resolution:** Video interactions are are easy as FaceTime, but as dynamic as an in person interaction. This tech helps complete transactions and resolve issues on the first try.

Video banking also fundamentally changes employee efficiencies. Here's how:

- **Expanded Service Availability:** Institutions can centralize staff, serving more branches with fewer employees.
- **Cost and Resource Efficiency:** Financial institutions that deploy video banking save hundreds of thousands of dollars annually on staffing with 4-to-1 desk-to-agent ratios.

Learn more about how Invo can help your financial institution today.

Customer expectations will only continue to grow—and financial institutions that fail to adapt will fall behind. The data is clear: customers are frustrated with clunky escalation paths. They want real conversations with real people—when they need them, not after ten clicks or two transfers.

Video banking is the fastest path to delivering that experience. Ready to create a customer experience that meets the moment? Let's talk about how Invo can help you eliminate the hoops and start more human conversations.

- Video Banking Software
- Document Capture Technology
- Secure File Upload Management
- Electronic Signature Capture
- Dynamic Co-Browsing

Interested? Give us a call at (855) 468-6843!

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