

## eWings Banking Solution – Multimedia Hotline

**Innovative Service Style. Perfect Customer Experience. Reduction of Cost.**

eWings uses Cisco 7970 series IP phone as a Multimedia Hotline to enable innovative service style to bank customers and reduce operation cost by banking business automation. The Multimedia Hotline will act as a Web ATM, yet seamlessly integrated with an IP phone. The converged device is of lower cost structure and better service quality than the combination of legacy kiosk based Web ATM and analog hotline. By leveraging powerful Cisco UC and eWings patented IVDR platform which integrate voice (IVR) and data (XML) channels of IP phone, it delivers friendly and effective services for either self or attended service to bank customers. It creates a brand new customer experience and enables innovative service style and content. Besides basic account management applications, it enables 24x7 wealth management by multimedia communication to enhance bank revenue and delivers automated concierge services to VIP customers to enhance their satisfaction and loyalty. Meanwhile, it creates additional revenue by cross selling of other products and services. It also re-uses the infrastructure of existing phone banking, internet banking and contact center, thus saves the total investment and maintenance cost. It greatly enhances bank customer experience, service quality, revenue and also reduces bank operation cost.



### Banking Applications Demo Video : [www.ewingstech.com](http://www.ewingstech.com)

- ❖ A/C Management
- ❖ Bill Payment
- ❖ Wealth Management
- ❖ Financial Advisory
- ❖ Banking Information
- ❖ Concierge Service

### Value Proposition : Mass customers service at bank branch

1. As a Web ATM, yet integrated with a hotline phone to contact center.
2. Transfer non-dollar bill transactions, such as money transfer and bill payment, to the low cost Multimedia Hotline terminal at 10% cost of ATM, to reduce investment and operation cost.
3. Reduce customer waiting time by more service terminals to enhance service quality.
4. Provide easy and friendly user interface by eWings IVDR to enhance customer's experience.
5. Provide 24x7 wealth management service by voice & data collaboration with customers to increase revenue and profit.

### Value Proposition : VIP customers at bank wealth management branch and VIPs' home

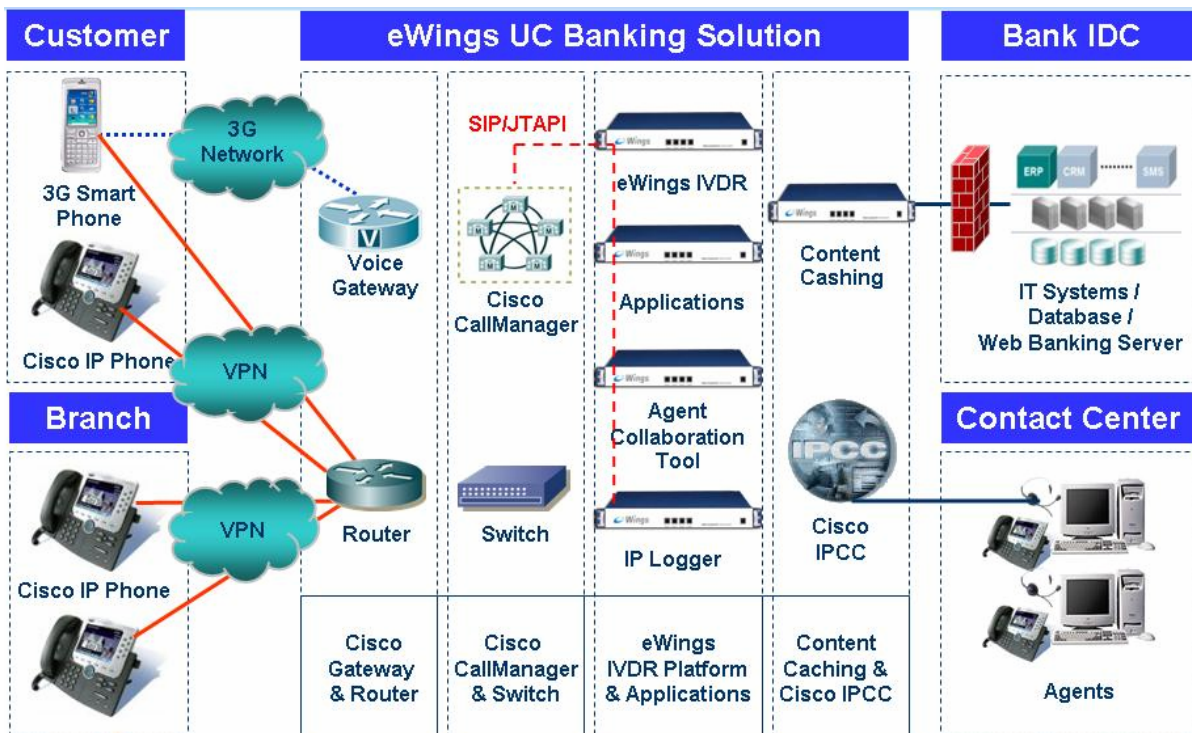
1. Enhance bank's image and competitive edge by differentiated service style and contents.

2. Extend bank services to VIP customers' home to enhance loyalty and satisfaction.
3. Deliver customer care & product information to VIP customers in a timely & effective fashion.
4. Provide 24x7 wealth management service by voice & data collaboration with customers to increase revenue and profit.
5. Deliver concierge services by associating external ICPs services, such as gourmet, traveling and shopping ...etc., to enhance customer service, experience and increase revenue by cross sales.

## Differentiations & Advantages

1. Data & Voice converged multimedia & multi-channel services enhance bank customer experience, service quality and business revenue.
2. Reuse infrastructure and comply with the rules of existing phone banking and internet banking
3. Integration of phone banking, internet banking and contact center services as one unified solution in IP networks to reduce investment, operation and maintenance cost.
4. IP based carrier grade application platform supports distributed deployment and centralized management. Easy for build, expansion, operation and maintenance.
5. Application specific multimedia IP phone terminal with better security, faster deployment, easier maintenance and operation compares to PC based Web ATM and legacy hotline.
6. Same platform & applications support 3G smart phones to enable mobile banking (FMC).

## System Architecture



## About eWings [www.ewingstech.com](http://www.ewingstech.com)

- ✧ Cisco CTDP and Forum Nokia Pro partner.
- ✧ Specialized in VoIP and 3G application platform and solutions.