

EBOOK

Reimagining the Employee and Customer Connection in Financial Services



The Industry is Undergoing Significant Workplace Evolution

The financial services industry was built on the foundation of in-person connections. However, like so many other aspects of our lives, that's changing.

Today's customers are looking for new and innovative ways to maintain that personal touch, ways that do not require visiting a branch or an office. Simultaneously, employees have come to expect a hybrid working model, opting to work for companies that not only provide flexibility but also have the right tools and culture to enable it.

This trend is further accelerated by the recent economic uncertainties as financial services organizations are optimizing their real estate to drive operational efficiencies.

All this is happening at a time when ensuring compliance and data security is becoming increasingly challenging.

To accommodate these evolving needs and expectations, financial institutions must pivot to deliver trust and innovative experiences through digital channels that can easily scale, accommodate a hybrid work model and leverage existing investments--all without compromising security, privacy and compliance requirements. Institutions that can deliver on this agenda can unlock a significant competitive advantage.

52%

of respondents say they are looking to reduce their office space over the next three years, up from 44% in 2021.²

58%

of financial services employees say their ideal workplace is entirely or mostly remote. This compares to 34% for employees across all industries surveyed.¹

\$5.97M

Average cost of a data breach in financial services in 2022, up from \$5.72M in 2021.³

"It's not only employee expectations that have fundamentally changed; customer expectations have, too. Curbside pickup once seemed novel, but now it's expected. Customers will want to enjoy both the conveniences they've grown used to and the in-person experiences they have missed—all within operational constraints. It won't be easy, but the opportunity for every business is to get this mix right."

Judson Althoff

Executive Vice President of Worldwide
Commercial Business at Microsoft Corporation

Reimagining the Employee and Customer Experience

As companies look for new ways to bring together human, social and knowledge capital in order to deliver a hybrid, virtual-first workplace, there are five key aspects to consider.



Seamless collaboration across physical and digital spaces



Video-first executive connection



New on-site customer experiences



Security & compliance for an expanded perimeter



Resiliency & cost optimization

Design Physical Collaboration Spaces For Remote Participants



Today, people want the same experience connecting with their clients and colleagues, whether they are remote or present in the same room.


From a meeting perspective, this means every individual should be seen and heard, regardless of physical location. To increase technology adoption, meeting rooms must be intuitive enough that the user can walk in and seamlessly start or join a meeting.

Unfortunately, most legacy meeting rooms today are designed for those physically sitting in the room, leaving remote participants feeling unengaged.

Add native device and enhanced collaboration capabilities to your meeting rooms

By standardizing on Microsoft Teams Rooms devices, you can empower people to join any meeting with one-touch join. Intelligent cameras and speakers, along with inclusive features such as live captions, live transcription, reactions, chat, etc. ensure every person is seen, heard and can participate from any location.

For enhanced collaboration, you can leverage the whiteboard capabilities of Microsoft Teams Rooms and Surface Hub to provide a shared digital canvas, fostering engagement and meaningful discussion.



"The remote experience taught us the power of symmetrical presence in the workplace. The **New Hybrid** will be one where all participants are full participants—fully enfranchised with full presence in meetings and the workplace."

Bill Buxton

Partner Researcher at Microsoft



Enhance Your Video-First Executive Connection

For organizations, maintaining open engagement and driving trust is key. As video continues to become a more powerful means of communication, leaders need to reevaluate how they engage with everyone--whether they are bringing employees together for town halls or events, delivering analysts briefings, making public announcements and speeches, or building executive thought leadership.

Elevate your broadcast experience

Leadership updates broadcast through a corporate studio can bring your ideas at an executive level to life, helping them connect and resonate with a global audience in a modern, digital and human way.

With **Diversified and Microsoft 365 Live Events**, engage with thousands of concurrent viewers with high quality streaming and drive in-person like engagement with features such as live Q&A and AI-powered captions and translation.



Transform Your On-Site Customer Experience

Since the introduction of the ATM, self-service has become an intrinsic part of retail financial services. So much so that this has changed the role of in-person interactions with tellers or financial advisors. Today, these in-person interactions are more personal, less transactional, and more intrinsic to a great experience. However, as financial services organizations optimize their real estate space, they would have to re-think these in-person engagements.

Bring your digital experiences on-site with remote kiosks

A modern banking experience leveraging remote kiosks can help you redefine these in-person interactions. These remote kiosks are manned by a virtual teller, who can work from anywhere and address any complex issues such as financial advice, loan qualification, or personalized information about account or credit cards.

This enables your customers to interact with experts at almost any time of the day while reducing your branch costs and improving experts utilization. It's a true win-win for all.



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Strengthen Security And Compliance For The Distributed Workforce

Financial services organizations understandably have the most stringent security, compliance, and governance controls. They need to protect the data, identity, devices, and applications, to not only build trust with customers but also meet compliance requirements from regulatory bodies such as SEC, FINRA, FFIEC, and CFTC. In addition, financial institutions are also subject to laws such as Dodd—Frank and the Sarbanes—Oxley Act of 2002.

A more remote, digitally connected workforce increases these security and compliance concerns, with an increased volume of sensitive communication and data having to move beyond the physical perimeter.

Achieve both - hybrid work experience and compliance

With Diversified and Microsoft, get the peace of mind that comes with strong enterprise security, including capabilities to protect sensitive information and prevent insider risks.

Some of the controls we apply:



Set-up private channels for confidential and sensitive content



Mitigate insider risks through business information barriers



Archive communication and content in immutable form



Audit and report activities, communications, and business events



Prevent unauthorized data exfiltration



Ensure compliance with global standards and financial services regulations

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Do More With Less

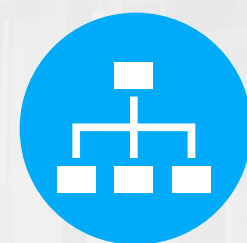
As organizations navigate economic uncertainties, it's increasingly important to maximize limited resources. They must achieve more agility, more resilience and more innovation with less cost and complexity.

Eliminate redundancy and simplify management

Working with multiple technologies and vendors can increase costs and redundancy as well as result in disjointed systems and integration issues. **Diversified and Microsoft provide you with the best of breed and best of suite solutions for all your hybrid workplace needs.**



Consolidate a complex licensing structure



Benefit from seamless, native deployment



Cut consulting, deployment, and integration costs and time



Reduce device management and optimize IT administration



Improve IT efficiencies for new devices, apps, and infrastructure

Make Your Hybrid Transformation Real with Diversified

As you prepare to serve digital-first customers and empower a flexible, hybrid employee experience, you need a partner you can trust to navigate the current scenario--one that understands the unique workflows of your industry and has wide capabilities to provide you custom tailored solutions.

Diversified has 350+ subject matter experts and has been working with 70% Fortune 500 organizations around the globe, providing them solutions for collaboration, communication, and experiential and advanced environments.


 20,000+ meeting rooms deployed
5,000+ rooms delivered annually

 70+ countries delivered with
predictable, reliable outcomes

 Issue resolution as discovered

 Risk mitigation

 Innovation

 Harmonized pricing
& user experience





**We are Connecting People, Technology,
and Experiences Where It Matters Most**



Actionable Steps to Get Started Today

Our portfolio of solutions is designed to support a modern hybrid workplace—enabling you to drive stronger collaboration, connection, and experience.

Select the right starting point that meets your business and technology goals:

Hybrid Meeting Workshop

Envision the possibilities with Microsoft Teams Rooms and outline a plan to drive seamless transformation and adoption.

Modernize Communications Workshop

Get a modular engagement to experience the vision for Microsoft Teams Phone and advanced communication scenarios.

Corporate Broadcast Studio Workshop

Understand the art-of-the-possible with your broadcast studio and get an action plan to achieve your vision.

For more information, please contact:

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