

Quickly and safely in your web channel: your client thanks!



Scenario

The Internet has proven to be the most effective channel of relationship between banks and their customers. For financial institutions, is a way to strengthen the relationship with the customer and also to reduce costs. From the point of view of the customer, the opportunity to bring the bank into your home or your workplace and from there can perform a variety of inquiries and transactions, provides speed and convenience.



Challenges

To ensure the quality of service offered by Internet Banking we must see from the perspective of the customer. The customer expects the website of the bank is available and intact. If he is doing a transfer in the middle of the transaction appears a blank screen, he asks: 'did or not'? This creates great insecurity. The same could happen if he takes a statement and eventually the logo of the bank does not appear on the screen. To ensure satisfaction and loyalty of customers we need to provide security, in addition to speed and convenience. Therefore, availability, integrity and performance are key elements in the strategy of web managers.



How the Webfeel can help?

The Webfeel Service's Portfolio offers to bank's IT area the opportunity to externally monitor access to the institution's Internet Banking. It provides the monitoring and collection of information in any transaction made, creating detailed reports of availability and performance. The Webfeel run tests to simulate the correct functionality of the transactions and make continuous verification of performance and efficiency. You can also perform periodic tests of return of central attendance, measuring the response time and quality in the care provided to the client web.

The Webfeel can also compare the performance of an Internet Banking with the sites of competitors on different aspects: speed, availability, response time, in customer service, among others. This allows the company a better accuracy in the setting of goals and parameters for monitoring the performance and availability of the services offered. The visibility that the Webfeel offers enable in many cases identify faults before the customer notice, allows the correct address the problems for a quick service and guarantee security of IT to withstand the constant demands of managers web.

In the marketing area, the Webfeel allows closely monitor the experience of their customers through the web channel, which acts as a powerful instrument of intelligence for the business. Besides reporting consolidated with the data tracked in a given period, and qualified professionals with wide experience in the web offer support in the analysis and diagnosis, crossing data and providing information that may provide support for a good decision.