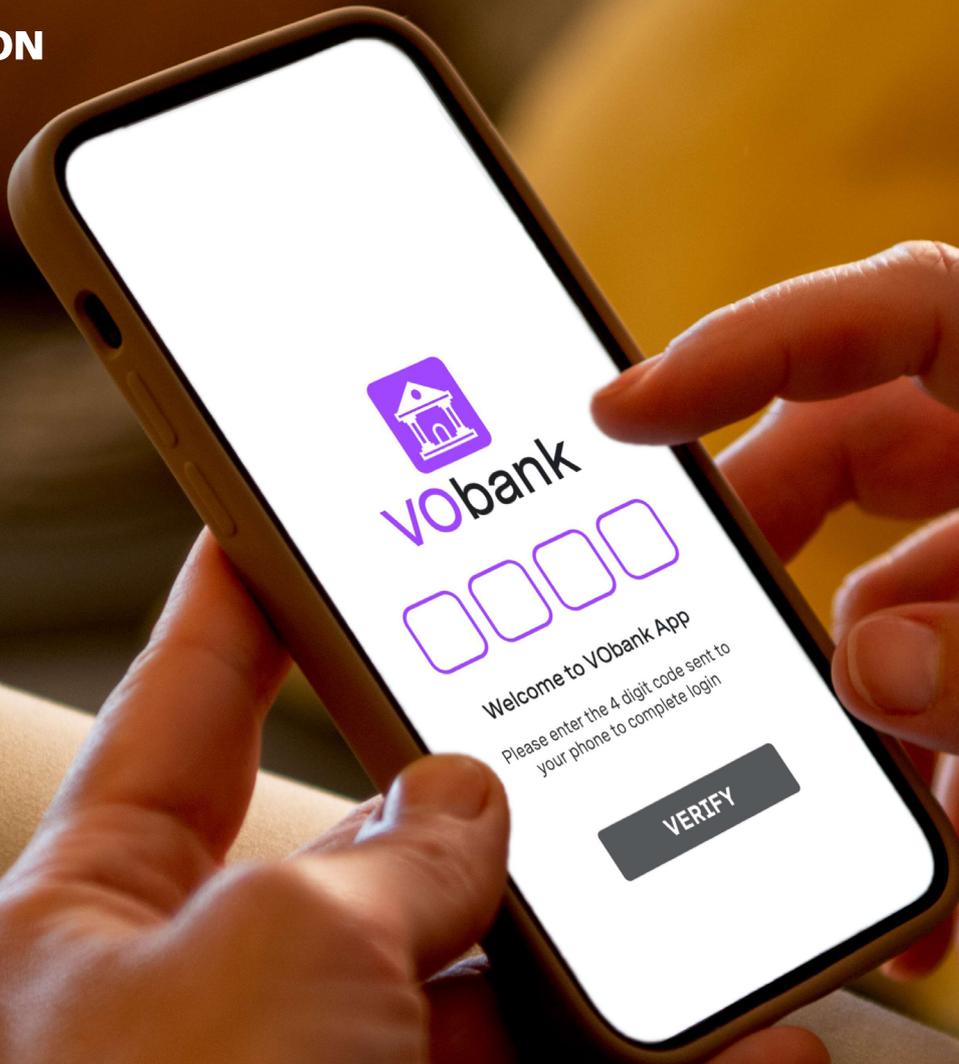




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Optimizing the end-to-end customer finance journey

How connected finance solutions enable exceptional customer service across branches and digital channels

Banking and financial services are undergoing a digital transformation

5G connectivity is enabling financial organizations to enhance customer banking, investment and insurance experiences.

The banking and financial services sector has seen massive changes over the past 20 years. Nowadays, consumers pay by simply tapping a card, a smartphone, or even a smartwatch. Banking transactions are frequently carried out digitally via mobile devices and apps instead of physically at branches.

Technology is the backbone of modern banking, whether commercial, retail or investment. It is also essential for financial services such as brokerages, tax preparation services, insurance companies, investment advisors and related services for individuals, businesses and governments.

Yet, technology needs to have a personal touch, according to research¹ conducted on behalf of Ericsson.

When asked their views on quality of service, 72 percent of financial service customers rated personalization as a key factor.²

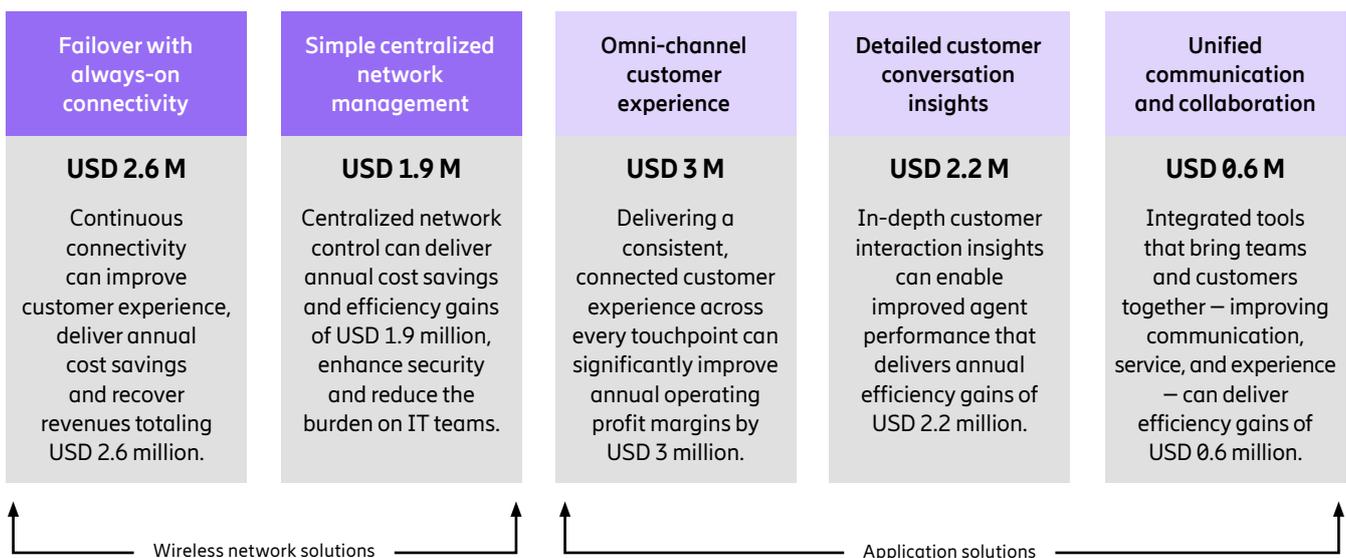
The research provides a comprehensive analysis of use cases that represent a significant opportunity for banking and financial services. It is based on a theoretical insurance agency with 83 local branches, USD 498 million in annual revenue and a 13 percent annual operating profit margin. The research shows that applying the two top use cases enabled by wireless network solutions – shown in Figure 1 – could deliver an estimated 1 percent annual operating profit margin increase. Applying the top three application solution use cases

could achieve an estimated 2.3 percent annual operating profit margin increase for an insurance contact center with around USD 250 million annual revenue and an operating profit margin of 19 percent.

72%

Personalization is a key consideration for 72 percent of financial service customers when it comes to quality of service.

Figure 1: Use case opportunities based on an insurance agency and contact center using wireless network and application solutions



¹ Arthur D. Little analysis.

² Capco, [“Insights for investments to Modernize Digital Banking”](#) (May 2021).

Wireless networks improve profit margins for banks and other financial services

Banks and financial service organizations can increase operating profit margins by 2.5 percent through adoption of robust network solutions, adding a potential total value of around USD 12.6 million.

Despite the popularity of banking apps, in-person engagement remains relevant, with 72 percent of new current accounts being opened in branches.¹ To deliver high-quality, in-person customer experiences, financial services branch locations require secure, managed networks to support effective corporate and customer communications, as well as decision-making tools.

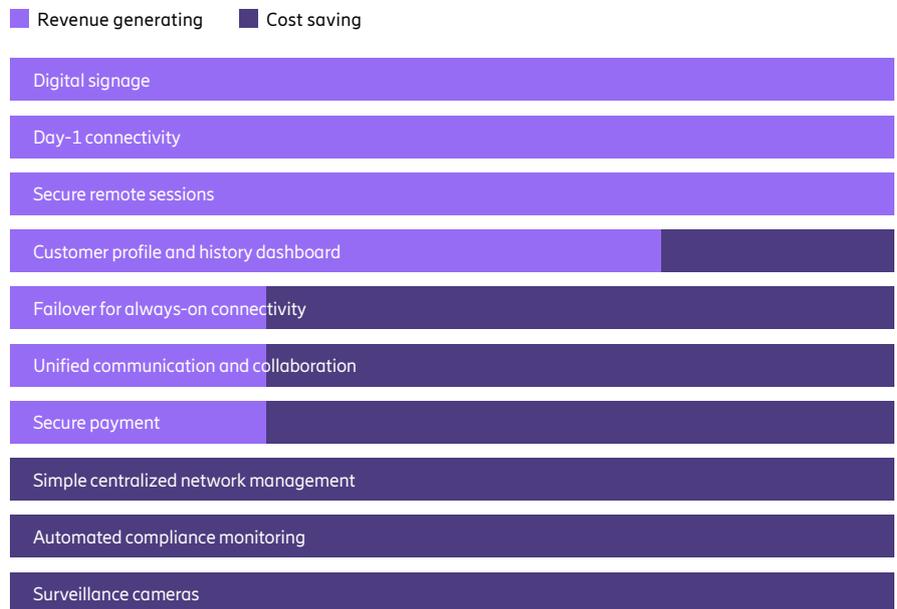
Ericsson's wireless network solutions deliver significant potential additional value to networks at physical banking and financial services locations such as bank and insurance agency branches, tax preparation centers and brokerages. These solutions are enabled by Ericsson Enterprise Wireless Solutions 5G/LTE routers and the NetCloud Manager cloud management platform.

Research² into how 5G cellular connectivity can benefit financial services organizations reveals that implementing two key use cases can enable a typical insurance agency to save USD 4.5 million annually and increase their operating profit margin by 1 percent.³

85%

Failover for always-on connectivity can reduce network downtime duration at banking and finance premises by 85 percent.

Figure 2: Benefits of implementing wireless network solutions at financial services branches by use case



Source: Arthur D. Little; Ericsson

The use cases that contribute most value are:

- Failover for always-on connectivity:** Backup connectivity via wireless wide area networks (WWAN), ensures uninterrupted operations during network outages, resulting in a 75 percent reduction in network downtime incidents and an 85 percent reduction in downtime duration at banking and finance premises.
- Simple centralized network management:** Enables streamlined monitoring, configuration and troubleshooting of network resources from a single, centralized platform, ensuring efficiency and consistency, while reducing the burden upon on-site IT teams. Remediation costs are reduced by 40 percent, and IT support demand is reduced by two-thirds.

The combined added value of the two top wireless use cases is estimated to be USD 4.5 million, representing a 1 percentage point increase in operating profit margin. Cellular connectivity can also enable additional use cases worth USD 8.1 million – notably Day-1 connectivity, digital signage and secure payment. The combined benefits of all use cases are worth USD 12.6 million to financial services local branches and offices.

Figure 2 shows how use cases enabled by wireless network solutions add value through generating revenue or saving costs – or a combination of both, in the cases of failover for always-on connectivity, unified communication and collaboration, and secure payment.

¹ Finalta by McKinsey, [“The state of retail banking”](#) (2024).

² Arthur D. Little analysis. Enterprise Strategy Group Economic Validation, [“Analyzing the economic benefits of enterprise cellular solutions in branch locations”](#) (September 2024).

³ Potential added value is based on an insurance agency with 83 local branches, generating USD 498 million in revenue, and with a 13 percent operating profit margin.

Figure 3: Key value opportunities for banking and finance from wireless network solutions at local branches



Enabled by Ericsson Enterprise Wireless Solutions 5G/LTE routers and the NetCloud Manager cloud management platform.

Top use case value at banking and finance local premises is USD 4.5 million

Top use cases	Pain points addressed	Value generated
Failover with always-on connectivity Annual cost savings and recovered revenue from maintaining continuous connectivity with minimal downtime – USD 2.6 million.	<ul style="list-style-type: none"> • Revenue loss from network outages • Inefficiencies resulting from downtime • Customer dissatisfaction • Security risks during disruptions 	100% network uptime with a cellular failover link <ul style="list-style-type: none"> • Uninterrupted access to critical systems and services • No need for expensive wired failover links • Maintains consistent service availability • Reduces financial impact from disruptions by avoiding downtime and costly emergency interventions
Simple centralized network management Annual cost savings and efficiency gains from having a centralized network control – USD 1.9 million.	<ul style="list-style-type: none"> • Lean IT teams • Multiple inconsistent network systems • Organization-wide data security misalignments and compliance breaches • Expensive third-party services 	Managing networks without on-site IT support <ul style="list-style-type: none"> • Improved protection of sensitive data • Network-wide visibility and monitoring • Troubleshooting from a centralized location • Efficient network-wide updating

Additional use case value at banking and finance local premises is USD 8.1 million

Additional use cases
Secure remote sessions
Day-1 connectivity
Digital signage
Customer profile and history dashboard
Unified communication and collaboration
Secure payment
Surveillance cameras
Automated compliance monitoring

12.6m

Using Ericsson enterprise network solutions in local branches can deliver USD 12.6 million in use place value, based on an insurance agency achieving a 2.5 percent increase in operating profit margin.

All USD values represent annual operating profit margin gains.

Potential added value is based on an insurance agency with 83 local branches, generating USD 498 million in revenue, and with a 13 percent operating profit margin.

Source: Arthur D. Little; Ericsson

Application solutions generate gains for banking and financial services contact centers

Application solutions can add significant value for banking and financial services contact centers, with combined key benefits potentially equating to USD 12 million annually – an additional 4.8 percent operating profit margin.

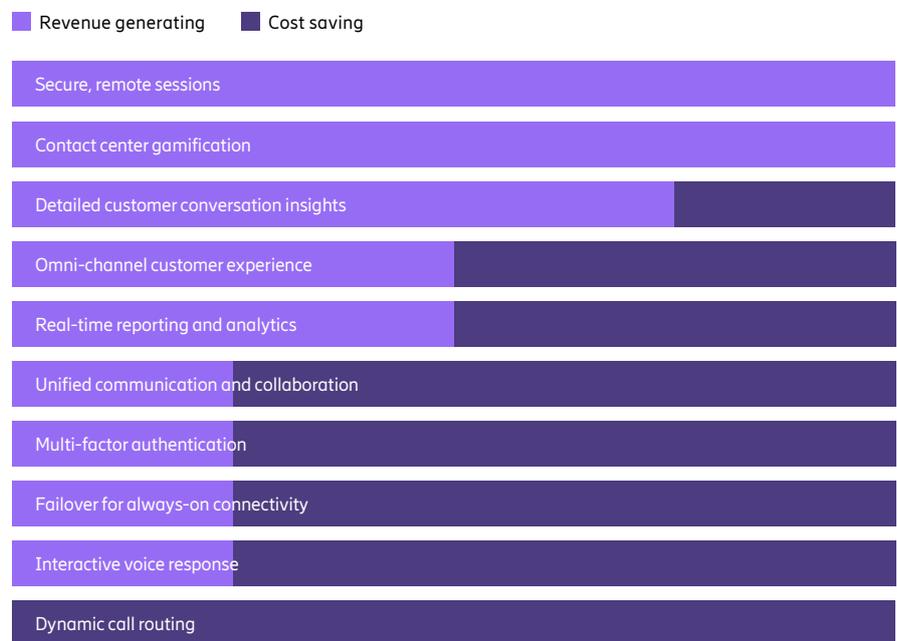
Contact centers are vital customer-facing support and interaction hubs for banking and financial services. Delivering high levels of customer satisfaction is a priority, as 75 percent of consumers state that they would leave a brand as a result of having a poor customer experience.¹

Implementing Ericsson's application solutions at contact centers can bring significant gains to operating profit margins and efficiencies. Research² based on a typical insurance contact center, with around USD 250 million in annual revenue and an operating profit margin of 19 percent, shows that this business could increase its annual operating profit margin by 2.3 percent and generate additional value of USD 5.8 million by implementing three key use cases:

- **Omni-channel customer experience:** Delivers a consistent, connected customer experience across every touchpoint, enhancing user satisfaction and engagement.
- **Unified communication and collaboration:** Integrated tools bring contact center agents and customers together, streamlining communication, accelerating service, and improving experience at every touchpoint.
- **Detailed customer conversation insights:** Provides in-depth analysis of customer interactions to provide actionable insights for personalized service and decision-making.

Beyond the three top use cases, banking and financial service companies can further increase the value of their contact centers by implementing additional use cases which together have a value of USD 6.2 million, such as contact center gamification,

Figure 4: Use case opportunities for an insurance company from application solutions at its contact center



Source: Arthur D. Little; Ericsson

real-time reporting and analytics, and dynamic call routing. The combined benefits of the total use case opportunities could add a further USD 12 million value to a contact center – an additional 4.8 percent operating profit margin.

All of these application use cases are powered by Ericsson's Vonage Fusion, Vonage Contact Center and Conversation Analyzer. The benefits derived from these use cases include superior customer experience, enhanced collaboration across teams, and optimization of agent performance.

Figure 4 shows how most of the use case opportunities enabled by application solutions add value through a combination

75%

Having a poor customer experience would cause 75 percent of consumers to leave a brand.

of revenue generation and cost saving. The exceptions are secure, remote sessions and contact center gamification, which are both purely revenue-generating, and dynamic call routing, which is solely cost-saving.

^{1,2} [Vonage Global Customer Engagement Report \(2025\)](#).

Figure 5: Key value opportunities for an insurance company from application solutions at its contact center



Enabled by Ericsson’s Vonage Fusion, Vonage Contact Center and Conversation Analyzer.

Top use case value at contact centers is USD 5.8 million

Top use cases	Pain points addressed	Value generated
Omni-channel customer experience Annual operating profit gains from a well-executed, connected customer experience vs. fragmented or inconsistent – USD 3 million.	<ul style="list-style-type: none"> • Fragmented customer experience • Limited customer choice • Inconsistent branding and messaging • Limited working hours 	Superior customer experience <ul style="list-style-type: none"> • Faster issue resolution • Increased agent awareness of customer needs from historic record • 24/7 availability with self-service options
Detailed customer conversational insights Annual efficiency gains from improved agent performance – USD 2.2 million.	<ul style="list-style-type: none"> • Measuring and improving agent performance • Understanding of customer sentiment • Compliance and quality assurance • Manual feedback analysis 	Agent performance optimization <ul style="list-style-type: none"> • Enhanced customer understanding • Improved customer satisfaction and loyalty • Data-driven decision making
Unified communication and collaboration Annual efficiency gains from improved communication and collaboration – USD 0.6 million.	<ul style="list-style-type: none"> • Disjointed collaboration among teams • Security concerns • Customer service inefficiencies 	Better collaboration across teams <ul style="list-style-type: none"> • Increased workforce productivity • Improved customer experience • Employee satisfaction and retention

Additional use case value at banking and finance contact centers is USD 6.2 million

Additional use cases
Secure remote sessions
Contact center gamification
Real-time reporting and analytics
Multi-factor authentication
Failover for always-on connectivity
Interactive voice response
Dynamic call routing

12_m

Ericsson’s application solutions can bring a potential added value of USD 12 million, based on an insurance agency contact center achieving 4.8 percent increase in operating profit margin.

All USD values represent annual operating profit margin gains.

Potential added value is based on an insurance agency contact center with USD 240 million in revenue and an operating profit margin of 19 percent.

Source: Arthur D. Little; Ericsson

The value of engaging in the end-to-end customer banking and finance journey

Banking and financial service organizations that implement wireless network and application solutions can ensure positive customer journey experiences that build trust.

At this time of digital transformation, banking and financial service organizations must be able to rapidly adapt to changing conditions, while making full, productive use of existing resources.

Fintech – the integration of technology into financial services to automate their delivery and use – has undoubtedly made processes more efficient. Generative AI is reshaping the financial services landscape, with its adoption expected to drive a 30 percent improvement in productivity.¹

Yet the research² also highlights how much customers value a personal touch, with 38 percent of US commercial bank customers describing branches as essential. This underscores the importance

of delivering personalized, digital-first financial services that create exceptional client experiences and build lasting trust.

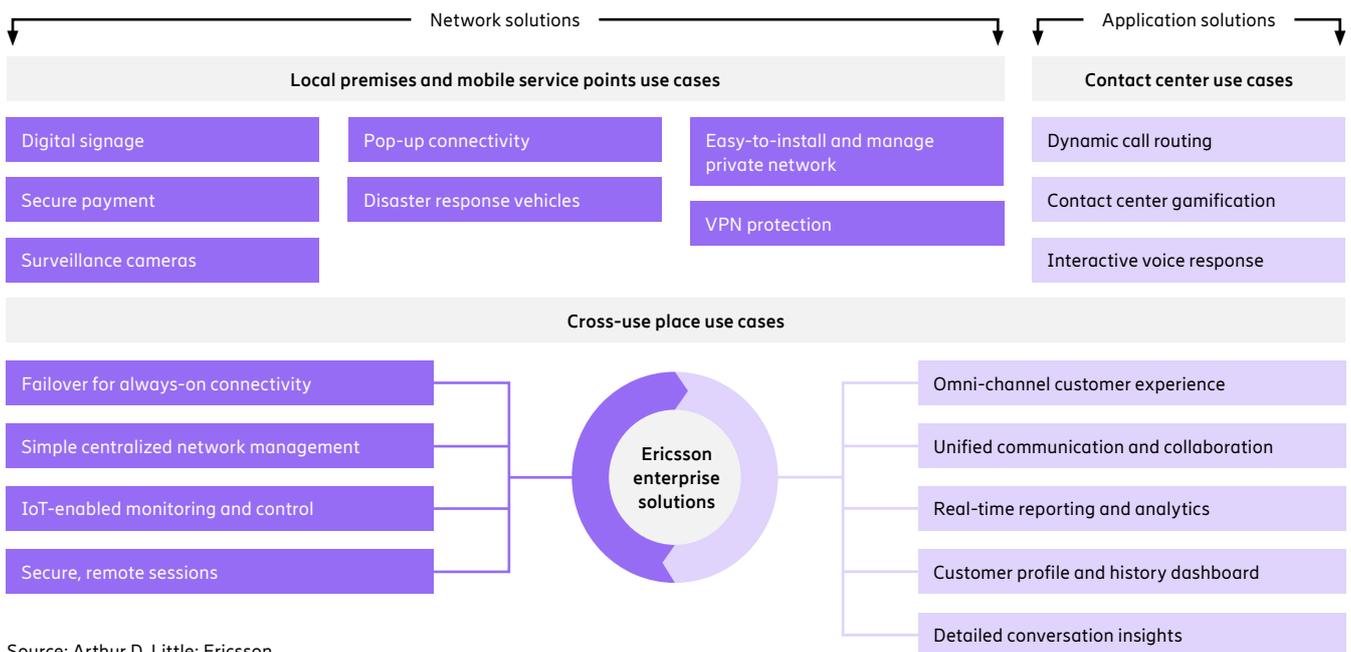
Technologies developed by Ericsson play a vital role by unlocking mobility and enabling efficiencies and customer-centric insights. In addition, they can support business transformation by driving agility, enhancing operations and ensuring resilience.

An example of this is the cellular-first nature of Ericsson Enterprise Wireless Solutions, which makes it possible for bank branches to extend their reach beyond physical locations, offering services through mobile setups like a “Bank on Wheels” at outdoor events. Other examples are insurance, banking services at sites of natural disasters

and remotely-operated robots or drones that can inspect damaged structures for insurance assessment without risk to inspectors. In addition, financial services workers who provide on-site services are able to connect without using clients’ Wi-Fi which can be a security risk.

Ericsson’s application solutions empower financial institutions to deliver seamless, connected and data-driven services across all key touchpoints while unlocking new levels of mobility and flexibility. Research³ shows that almost three-quarters of use cases can be deployed across use places, with an even split between revenue-generating and cost-saving use cases.

Figure 6: Banking and financial services opportunities from wireless network and application solutions across the customer journey



Source: Arthur D. Little; Ericsson

¹ Arthur D. Little analysis: Accenture, [Generative AI](#) (2004).

² Arthur D. Little analysis: J.D. Power, [“US Retail Banking Satisfaction Study”](#) (March 2023).

³ Arthur D. Little analysis, Ericsson.

About Ericsson

Ericsson's high-performing networks provide connectivity for billions of people every day.

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We offer mobile communication and connectivity solutions for service providers and enterprises.

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