

Maximize the Value of the Branch with Online Appointment Technology



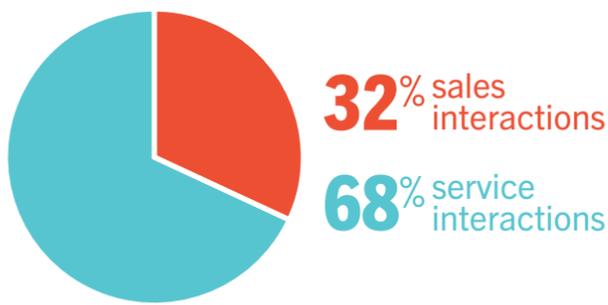
While continuing to digitize, financial institutions must also ensure they don't deprive the customer of face-to-face interactions. Many customers still choose the branch over digital channels for life-changing events, so it's important to make the branch experience as frictionless as possible. Getting customers into the branch at a time that is most convenient for them and interacting with the right employees is a great way to accomplish this.



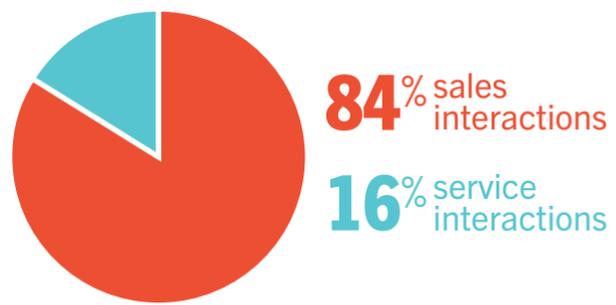
Relying on walk-in traffic to drive sales is passive and inefficient.



Appointments help drive sales activity in the branch.



Walk-in branch interactions.*



Branch interactions booked through appointment technology.*

Online appointment-setting technology provides branches with the information needed to assign branch staffing resources appropriately — and ultimately **produce more sales.**

Cross-Selling Opportunities

Online appointment technology also supports the cross-selling of services.



Suppose a financial institution with 50,000 lobby interactions had a **12% cross-sell rate**, and during the same time period, the institution had a **44% cross-sell rate** of interactions booked through appointment technology.

Tracking cross-sell metrics allows financial institutions to provide targeted cross-selling coaching to individual employees for better results.



If the institution's cross-sell rate is 56% and breaks down as shown above, it indicates that Employees 1 and 2 need coaching and feedback, while Employee 3 should be recognized for her strong results.

Kronos Appointment Concierge

Kronos Appointment Concierge™ lets account holders schedule appointments and gives branches the information needed to schedule the right staff at the right times to deliver optimal service levels. [Read this case study](#) to learn more about how our appointment solution can improve your branch sales process.

*Based on a combined 240,000 branch interactions at financial institutions using both Kronos Appointment Concierge and Kronos Customer Connection Solution – Sales and Service Module over a two-month period.