

From Cost Center to Growth Engine:

The New Economics of CX
in Financial Services



Your contact center isn't a cost center—
it's a growth engine waiting to be unlocked.

Executive summary

- > In 2025, FinServ organizations face a dual mandate to reduce cost-to-serve and improve CX, which is reshaping how service delivery is evaluated and funded.
- > Operational efficiency is a top-three strategic priority for U.S. banking executives, signaling a shift from “growth-at-all-costs” to scalable, accountable CX investment.
- > Consumer tolerance for poor service has collapsed. Experience quality now directly impacts retention and revenue.
- > A disconnect between digital and human channels is now the primary driver of trust erosion.
- > Firms that lead in customer experience see measurable advantages in deposit growth and retention. Source: [McKinsey – Customer Mindshare](#)
- > Legacy BPO models—built to control cost, not drive CX performance—have become barriers to transformation as they often lack AI readiness, compliance integration, and the agility needed to meet today’s customer expectations.

The stakes have changed

Customers rarely reach out when things are going well. And while digital platforms can handle routine tasks like balance checks and transfers, most customer interactions are triggered by anxiety—suspicious activity, loan application delays, account lockouts, billing discrepancies, or investment performance concerns.

The problem: Most banking and financial services support models simply aren’t built for emotional urgency, regulatory nuance, or complex problem solving.

Wake-up call

32% of customers will abandon a brand *they love* after **just one poor interaction.**

After **several bad interactions**, that number jumps to **59%**

Source: PwC

There's nothing neutral about outdated CX

You've just realized there's a fraudulent purchase on your account. Or maybe the stock market is tanking, and you need to know your retirement fund is protected. Or the realtor is telling you that the funds for the down payment haven't been received by the buyer.

From a customer's perspective, this is a major, potentially life-altering crisis. They need you to help, now, and any additional friction from clunky, siloed CX can quickly turn the fire you're trying to put out into a conflagration.

5 ways legacy CX becomes a liability

01 **Trust erosion in fragmented journeys**

When customers are forced to repeat themselves due to disjointed channels, they're going to lose trust in your organization—and you're going to lose their business.

02 **High-volume revenue leakage**

Traditional BPO models are designed for volume, not modern CX needs. Agents often lack the tools and training to handle complex financial queries confidently and can become transactional dead-ends.

03 **Compliance vulnerabilities create exposure**

In the modern regulatory environment, outdated or slow-to-adapt CX can introduce KYC failures, PCI DSS gaps, inconsistent disclosures, and other potential regulatory nightmares.

04 **A broken line from contact to impact**

When your contact center is measured by average handle time and NPS, it becomes nearly impossible to connect service interactions to deposit growth, cross-sell success, or lifetime value (LTV).

05 **Innovation gridlock from outdated partnerships and rigid SLAs**

Inflexible SLAs and organizational inertia slow the rollout of critical next-gen tools like real-time analytics, chatbots, and in-call assist.

Clearly, the solution isn't more of the same. That's why leaders in banking and financial services are shifting to a new, growth-oriented model.

An investment in differentiation

Banking and financial services leaders face a challenging balancing act: slash service costs while somehow delivering quality experiences that keep an increasingly demanding base of customers loyal. Getting it right isn't merely a matter of improving operational efficiency—though that's certainly a benefit. Success requires a fundamentally different

approach that strategically prioritizes value creation, competitive differentiation, and risk reduction.

The bottom line: Organizations that invest in modernizing their contact center will lead in trust, growth, and compliance.

What high-performing FinServ leaders do differently:

Adopt FinServ-focused delivery models

Leading banks and financial institutions are moving to CX partnerships specifically designed for regulated environments. This means:

- 24/7 multilingual support models that flex across geographies while maintaining consistent quality and compliance
- Specialized agent onboarding for high-stakes financial workflows—fraud, lending, disputes, and compliance
- Scalable staffing that accommodates seasonal demand fluctuations without compromising security

Embed compliance at the core

Top performers recognize that bolting compliance onto existing processes isn't enough. They're building it in from the start:

- Alignment with PCI DSS, FFIEC guidance, and UDAAP requirements
- Real-time control updates and training governance
- Structured audit-readiness across all channels and regions

Implement real-time assistive technologies

The most dramatic performance gains come from equipping agents with real-time assistance. Technologies like EverAssist™ (Foundever's GenAI co-pilot purpose-built for regulated environments) are transforming agent capabilities by:

- Providing real-time guidance during complex financial conversations
- Automating post-call documentation to improve accuracy and compliance
- Ensuring regulatory disclosures are consistent and complete
- Reducing training time for new agents handling specialized financial products

McKinsey reports that firms leading the CX charge see **measurable advantages in deposit growth, retention, and wallet share**. By failing to turn service into a growth engine, legacy operators fall further behind.

Linking CX to business outcomes

High-performing financial institutions have graduated from measuring NPS in isolation.

Business outcome	Relevant CX KPIs	Foundever capabilities that support it
Revenue growth*	<ul style="list-style-type: none"> • NPS • Onboarding CSAT • Conversion Rate 	<ul style="list-style-type: none"> • Financial services-trained agents for onboarding and conversion • Omnichannel journey continuity • CX orchestration tools
Customer retention	<ul style="list-style-type: none"> • Churn Rate • CSAT • First Contact Resolution (FCR) 	<ul style="list-style-type: none"> • Real-time analytics and QA • Agent enablement tools and guided workflows • VOC-informed CX improvement loops
Customer lifetime value	<ul style="list-style-type: none"> • Cross-sell Rate • Customer Tenure • Interaction Quality Score 	<ul style="list-style-type: none"> • Personalization and cross-sell through agent enablement • Secure, omnichannel support across regulated environments • Consistent service delivery
Cost-to-serve efficiency	<ul style="list-style-type: none"> • Average Handle Time (AHT) • Contact Deflection • Agent Utilization 	<ul style="list-style-type: none"> • Flexible staffing models (onshore/nearshore/offshore) • 24/7 multilingual CX delivery across global markets • Self-service and smart routing strategies
Digital adoption/ Channel shift	<ul style="list-style-type: none"> • Self-Service Usage • Containment Rate • Digital CSAT or platform satisfaction 	<ul style="list-style-type: none"> • AI-enhanced self-service tools • Channel integration (voice, chat, app) • Experience orchestration and deflection logic

*Relevant revenue metrics vary by sub vertical:

- Retail Banking: new account openings, deposit growth
- Commercial Banking: onboarding speed, cross-sell into treasury or credit products
- Credit Cards & Payments: activation rate, spend per active card
- Consumer Lending: application conversion, repayment consistency
- Wealth Management & Investment Services: relationship tenure, share of wallet
- Digital Banks & FinTech: monthly active users (MAUs), upsell to premium features

Why Foundever: your partner for financial services CX transformation

Financial services isn't just another vertical for Foundever—it's a specialized focus where we've developed deep expertise serving leading banks, credit card companies, insurance providers, and fintech innovators. Our approach is purpose-built for the unique challenges of FinServ customer experience:

Industry-specialized expertise

Our dedicated financial services practice brings domain knowledge across retail banking, commercial services, wealth management, payments, and lending. We understand the difference between a dispute resolution workflow and a fraud investigation—and have built specialized capabilities for each.

Financial compliance architecture

Unlike general-purpose BPOs that treat compliance as a checkbox, our operational model embeds regulatory awareness into every aspect of service delivery. We maintain dedicated compliance specialists who stay current with evolving regulations including UDAP, TILA, CFPB enforcement priorities, and industry-specific requirements.

Proven results in financial services

Our financial clients have experienced:

24% **reduction in handle time** on complex banking inquiries

18% **improvement in first-contact** resolution for account servicing

31% **increase in customer satisfaction** for high-value interactions

22% **reduction in regulatory exceptions** through embedded compliance workflows

Turning the corner: 5 ways to transform your financial CX

Modernizing your contact center isn't just about new technology—it's about rebuilding trust at scale while driving tangible business results. Here's the roadmap for financial institutions ready to make the shift:

01

Audit your current CX infrastructure for compliance gaps, journey breaks, and agent pain points

02

Connect CX metrics to enterprise KPIs that matter to the C-suite: deposit growth, retention, and cross-sell success

03

Evaluate FinServ-specialized outsourcing partners with embedded compliance capabilities and flexible delivery models

04

Pilot AI-powered agent assistance tools like EverAssist that enhance performance without disrupting operations

05

Implement outcome-based engagement models that align incentives with business goals, not just service metrics

The financial institutions that get this right **aren't just cutting costs—they're building competitive advantage.**

They're turning every customer interaction into an opportunity to **strengthen relationships, drive growth, and build lasting trust.**

Take the next step toward modernizing your customer experience with **Foundever**

Ready to see how Foundever's solutions can transform your financial services CX? **Schedule a call** to explore how we can help you enhance agent performance, ensure compliance, and build customer trust—without disrupting your operations.