

CRM FOR RETAIL BANKING

FINANCIAL INDUSTRY



/// SOLUTION OVERVIEW



Gain end-to-end services from a single provider

To grow their business and solidify customer relationships, retail banks must understand customer needs and preferences and respond with the appropriate products and services. Banks have to take a customer-centric approach that recognizes customer segmentation and enables the bank to get to know its customers. This is vital to providing the appropriate products and services while maintaining regulatory compliance. The key to success is having fully integrated CRM capabilities that bring information from disparate systems together and enable optimal decisioning to support a single, personalized relationship with each customer - working across all layers of their operating models.



Disconnects create disharmony

Ensuring multiple back-end systems are well integrated is a major challenge. Customers have relationships in multiple areas of the bank, and maintaining current information about customer transactions across different areas can be difficult. The bank uses multiple channels as access points for their customers, but the channels use different tools and even different data to segment and analyze the customer. The result can be missed sales, incorrect cross-sell/up-sell and potential regulatory compliance issues. Additionally, customer loyalty issues surface as the customer is left dissatisfied after being offered products that do not make sense for him or her.

The differentiating factor

Financial services is a competitive market and banks have a hard time differentiating themselves. Because “money is money,” products are often very similar among institutions, which leaves customer interaction as a crucial way for banks to differentiate themselves. However, in-house customer interaction centers can be costly to implement and add fixed costs to the bank’s financials. As customer interaction increases, scalability is a problem. In addition, interfacing with multiple back-end systems is often a challenge, and this is especially important when a customer has products running on old and new systems.

Taking a piecemeal approach to customer centricity is likely to yield disappointing results. In contrast, truly customer-centric companies create a single, personalized relationship with each customer that works across all layers of their operating models.

Increase satisfaction, decrease churn with an integrated solution

EDS’ end-to-end integrated CRM for Retail Banking solution provides multiple channels to the customer in a consistent, efficient and effective way. This differentiates the bank and enables the most effective data collection and analytics (single view of the customer), improving decision-making, product design and cross-sell/up-selling. Bringing it all together enables you to know your customer and make the most effective use of customer interactions via multiple channels.

Our solution will enable you to enhance revenue through tailored service-to-sales client interactions via CRM that enables you to react to new customers, products and markets more quickly and easily - even with disparate back-end systems. You’ll be able to improve customer satisfaction and decrease customer churn via EDS quality practices, better analytics, segmentation and targeting.

EDS, an HP company, can consolidate disparate silos of CRM; improve fraud detection and prevention, all while reducing total cost of ownership.

The support you need

These are the components within EDS CRM for Retail Banking solution:

EDS End-to-End Integrated CRM for Retail Banking Solution

Customer Contact Center(s) – Sales and Service

Customer Contact Center - Provides highly skilled agents with deep process expertise, supported by proven technologies, to handle customer sales support and customer service

Multichannel Integration - Integrates all customer-facing channels to provide a seamless sales and service environment

Customer Segmentation - Offers extensive experience in implementing customer segmentation solutions and strategies to ensure clients truly “know their customers”

Security and Privacy - Implements appropriate programs to manage how confidential data is stored, used and delivered

What sets us apart

- Knowledge base to support complex interactions
- Customer segmentation processes
- Standardized cross-sell/up-sell processes
- Customer-centric analytics and decision-making
- Financial industry templates aligned to best-practice processes
 - Channel and systems integration
 - Sophisticated security and privacy processes
 - Dedicated regulatory compliance processes
 - Agile systems

WHAT YOU CAN ACHIEVE

- Increase sales by an average of 20-25 percent
- Improve top-line growth by 2-5 percent through up-selling and cross-selling
- Reduce operational costs by 80-90 percent by transforming paper processing to best-practice paperless processing
- Better manage variable operational costs
- Reduce fixed costs by 10-25 percent
- Increase customer spending up to five times by offering multiple buying channels
- Lower IT investment and support costs by 15-25 percent



PROVEN RESULTS

Here is what EDS helped a leading European retail bank achieve:

- Created a new end-to-end channel for unsecured personal loans that surpassed the client's own in-house and Internet sales channel performance - increasing revenues by 40 percent
- Implemented a new "central lending platform," integrated with client's other systems, to manage all unsecured personal loans
- Lowered costs through automation and centralization, resulting in reduced loan acquisition costs
- Implemented fraud detection and prevention practices that saved about £1 million annually

Comprehensive capabilities for successful interactions

Let EDS pull everything together for you. We integrate multiple back-end systems into one interface for customer service representatives to work with your customers. EDS CRM for Retail Banking can provide best practices to increase quality and customer satisfaction, customer segmentation, intelligent call routing to get the customer to the correct person to help him or her, up-sell/cross-sell programs, integrate decision-making data back into product design and product enhancement marketing, as well as provide resources to manage noncore functions and customer interaction.

EDS CRM for Retail Banking draws on EDS' 46-year heritage of IT excellence to provide a single solution that manages business and technology operations. It's backed by 30 years of close collaboration with clients worldwide. Plus, we have the scale to grow with you - no matter where you go or how fast you move. Look to us for global, end-to-end support that helps increase sales and customer loyalty - while reducing costs. It's a customer-focused move that can help you gain an edge in a competitive market.

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