

Banking

Implementing a **CRM solution** to enable a single view of customers and **drive customer satisfaction and loyalty** for a bank

BSG partnered with a bank to implement the eFinance suite of customer relationship management (CRM) applications from Siebel Systems - for the bank's retail banking division's customer contact centre. This was in support of the bank's growing business need for centralisation of virtual processes, to deliver great customer experiences.



Overview of the client's needs

- Change fragmented view of retail bank customers to single and comprehensive view, that can be managed collectively off a CRM platform
- Successfully implement the purchased CRM solution, as per the bank's specific needs
- Scope the business to create structure for roadmap planning, taking into consideration business constraints and vendor timelines



Objectives of the engagement

- Define and agree detailed current and future processes, requirements and business rules for implementation of the CRM solution
- Examine current processes in detail and design new innovative processes based on best call centre practices
- Support the business through the journey, including transition to operations



Benefits of the change

- Single view of customer across all services in retail banking
- 78% increase in prospect conversion rate
- Cross-selling and up-selling of retail banking services
- Enhanced customer satisfaction through up-to-the-minute view of customer
- Ability to build more long-term, loyal customer relationships

BSG partnered with a bank to successfully roll out a **CRM solution** for their retail banking division, **providing a consolidated view of customers**, that drastically **enhanced the customer experience.**

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Engagement Overview

Siebel eFinance, the solution chosen by the bank, is a version of Siebel eBusiness Applications, specifically tailored to the needs of the financial services industry.

The bank had bought the licenses for the CRM application 18 months prior to BSG being asked to resolve their implementation challenges. BSG had already done particularly good work from a vendor agnostic perspective within the client environment.

The bank had been managing and delivering all retail banking services in isolation of one another and realised if they wanted to successfully compete in South Africa and abroad, they needed to overhaul this fragmented strategy.

Objectives of the engagement

- Identify fields for screens with the views, queries and relating screens from a user and business perspective
- Identify specific interfaces and related data flows
- Identify where required data and interfaces are stored
- Define business rules and constraints
- Define interfaces required within the defined scope and data requirements for those interfaces
- Develop catalogue of requirements with priorities assigned
- Testing and training of relevant staff, to transition to operations

BSG making a difference

BSG was able to ensure a significant saving of 30% for the bank, through a successful delivery taking a holistic perspective comprising people, processes and systems.

Through the new CRM solution, the bank was able to create a single and comprehensive view of all the retail bank customers, consolidating customer information across multiple contact points and channels. The bank can now respond quicker and more effectively to sales opportunities, leading to increased customer satisfaction and less churn.

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