

BANKING: DIFFERENTIATE THROUGH SERVICE EXCELLENCE WITH SAP CRM

OPTIMIZING CUSTOMER SATISFACTION, EFFICIENCY, AND PROFIT

SAP for Banking solutions, which encompass the SAP® Customer Relationship Management application, encourage agility and customer centricity in today's demanding market. By seamlessly connecting front- and back-office tasks, they can provide a superior customer experience and stronger top-line growth.



Globalization of the financial services market and the entrance of new players have given customers a wider array of product choices and commoditized many product innovations. As product differentiation becomes more difficult, a bank's brand value is more closely linked with its customer service. More than anything else, customers want high-quality, real-time service in all communication channels.

Many banks have responded by expanding their customer-facing channels and adding a variety of self-serve features. To have a positive effect on the customer experience, these outward-facing initiatives must give banks a better understanding of their customers and integrate front- and back-office activities more completely.

Typically, however, banks lack adequate historical customer information in most or all of their service and distribution channels, which tend to be poorly integrated – if at all. These shortfalls frequently lead to inferior customer service, and make it more difficult to cross-sell, up-sell, or bundle products – and can lengthen the time to market for new offerings.

The SAP for Banking set of solutions, which encompass the SAP® Customer Relationship Management (SAP CRM) application, can be combined with analytical tools from Business Objects, an SAP company, to provide end-to-end support for exceptional customer service. A single solution set integrates processes within the customer service organization and other areas of the busi-

ness. The result is a seamless connection between customer-facing service activities and back-end account information, product bundling, and profitability reporting.

Complete Integration of Front- and Back-Office Support

SAP software has the flexibility and integration you need to define new products, target the customers most suitable for those products, and support those products with superior service. You get a 360-degree view of each customer's accounts and transactions as well as real-time analytical dashboards you can use to review marketing campaigns and sales results.

By integrating customer interactions across channels for the resolution of inquiries in a single contact, the solutions can help greatly improve the customer experience. The solutions can also transform your customer service center into a powerful lead-generation engine.

All customer information is logged into a single application. Call center agents and sales advisors alike can view customer data and interaction histories across distribution channels for a personalized approach to each customer's needs. Real-time triggers help sales agents promote complementary products and increase cross-sell and up-sell ratios. Product-bundling features make it possible to construct customer-specific offers in real time. Guided procedures support consistency in selling regulated products.

Software for business communications management can transform the traditional call center into a sophisticated, virtual operation that involves the entire enterprise. By integrating telephony, business processes, and intelligent contract routing, this software can help you:

- Quickly assign any phone, e-mail, fax, or Web contacts to the staff members most qualified to handle those contacts – wherever they are located
- Make better use of branch sales and service agents, thereby improving productivity and reducing sales time
- Balance customer demand across locations, channels, and time zones for more effective and efficient service
- Automatically route calls from designated, high-value customers to specific advisers

Marketing

Excellent service starts with the development of innovative offerings that are flexible enough to meet a wide range of customer needs – and marketing programs that can match these offerings to appropriate customer segments. Cross-functional communications supported by SAP for Banking help your bank improve operational agility to serve customers more effectively. Your marketing manager can align with compliance and product development departments to create new product bundles for specific target groups, based on historical data and information collected from the service side of the business. Sales and marketing campaigns can be designed and approved by all key stakeholders.

A continuous feedback loop helps monitor a campaign's success through multiple waves of workflows. You can use this information in creating later campaigns – or even make adjustments to a campaign while it is still in progress.

Service

After product design, strategy, and planning are completed, SAP for Banking provides important support to the staff who will execute the campaign, identify new sales leads, and provide direct customer service. This support includes real-time access to a complete view of each customer's account portfolio and interaction history – including all sales leads, quotations, sales and service contracts, service requests, and service orders. The solutions also include tools for in-depth, real-time customer analysis and the means to direct customer inquiries to the most appropriate local agents for a more personal level of service.

At the heart of these solutions is the complete integration of your bank's core, analytical, and customer-facing applications. Immediate access to rich customer information, customer analytics, and a complete product-knowledge base lets call center agents switch seamlessly between service and sales scenarios.

In handling a customer inquiry or complaint, an agent can analyze that information in real time and identify any changes in the customer's profile that might trigger an alert for a new product or service. The agent can often resolve a service issue on first contact – directing calls, if needed, to issue specialists

SAP for Banking can help you streamline and simplify business processes across product and service lines and integrate multiple communications channels to drive quality and reduce costs.

within the bank – while also maximizing new sales opportunities.

Sales

Once customers receive information about their inquiries or a new product offering, they may either continue with the call – in the case of a product cross-sell or up-sell, for example – or end the call. If the customer ends the call, the SAP software updates the relevant transactional and account profiles. The software can also generate auto alerts, appointment entries, or escalations of issues so that sales advisers can pick up directly with customers. (These features are particularly important in face-to-face sales scenarios.)

Sales advisers have full, real-time visibility across their opportunity pipeline – whether their leads come from the bank's call center, an Internet site, or face-to-face contact at a local branch office. SAP for Banking enables effective activity and lead management to

help advisors offer quotations that best suit each customer's individual needs. In sales, as in service, visibility into each customer's entire product portfolio is key to maximizing sales opportunities. Using the pipeline performance management and activity management functions in SAP CRM, branch managers and sales agents can review their pipeline performance against individual and group sales targets, and manage their list of daily appointments. They can then review the customer information available for a forthcoming appointment and determine whether an appointment was created through the customer service center following a service query, a marketing campaign, or a sales request for further information. During the customer interview a sales advisor can collect additional information to build a customer-specific offer.

As alerts help your staff respond in real time to changes in the customer profile, business rules defined within the software help advisors find the most appropriate products for customers. The options and pricing for complex products are always close at hand.

Integration of CRM, credit management, and core banking functions allows your sales advisors to work from a single desktop application as they provide customers with the information they need for immediate decision making. Ready-to-sign documentation helps the advisors quickly complete the sales transaction. Any follow-up sales activities are automatically routed to the most appropriate staff to ensure a customer experience that is both cost efficient and highly effective.

Connected Business Processes Yield Multiple Business Benefits

The ability to begin a customer interaction in one channel and complete it in another ensures the process transparency and consistency you need for excellence in marketing, sales, and service. By integrating front- and back-office processes, you make it possible for customers to complete their business with your bank in a single contact – thereby increasing customer satisfaction and the value of your brand. The software can further improve profitability, increase top-line growth, and reduce total cost of ownership by helping you create innovative, properly targeted products and reducing their time to market. Increased automation of back-office tasks frees up call center agents and sales advisors to spend more time with customers.

The ability to monitor real-time campaign and sales success using business intelligence dashboards can help you respond quickly to changing market conditions, capture unique market opportunities, improve your cross-sell and up-sell potential, increase campaign efficiency, and raise lead conversion rates. The software can also improve your close rates and increase the penetration of value-adding services – all of which raises the ROI for sales campaigns.

Complete CRM Support

SAP has provided operational CRM support for the best-run banks and companies in more than 25 other industries. SAP software offers a wide range

of functional CRM coverage for banking customers – from simple sales force automation and campaign management implementations to fully integrated, end-to-end, multichannel sales and account origination.

SAP for Banking can help you streamline and simplify business processes across product and service lines and integrate multiple communications channels to drive quality and reduce costs. It can also help you develop and execute corporate strategies by understanding the different areas of your business more clearly.

Analytical tools from Business Objects – the world's leading provider of business intelligence tools – provide the robust analytical support banks need to enhance customer insight, customer segmentation, product insight, and profitability. The solutions can help you deliver the precise information that sales and service managers require to understand customer needs more fully, make customer representatives more productive, identify profitable customer segments, and align marketing campaigns with enterprise-wide strategies.

Find Out More

For more information please visit our Web site at www.sap.com/industries/banking.

Summary

The SAP for Banking set of solutions, combined with analytical tools from Business Objects, an SAP company, provide complete, end-to-end support for exceptional customer service. The software allows complete integration of front- and back-office tasks throughout the banking enterprise to enhance marketing, service, and sales and align those areas with your bank's key business strategies.

Business Challenges

- Improve product differentiation and brand value
- Provide high-quality, real-time service in all communication channels
- Understand customer needs more completely
- Integrate service and distribution channels
- Maximize cross-sell, up-sell, and bundling opportunities

Supported Business Processes and Software Functions

- **Marketing** – Align marketing programs with your processes for compliance and product development and data from the service department
- **Service** – Gain real-time access to a complete view of each customer's account portfolio and interaction history
- **Sales** – Generate auto alerts, appointment entries, or issue escalations to help sales advisors pick up directly with customers

Business Benefits

- **Achieve excellence in marketing, sales, and service** through greater process transparency and consistency
- **Resolve issues in a single contact** through the integration of front- and back-office processes
- **Improve profitability, increase top-line growth, and reduce total cost of ownership** by creating innovative, properly targeted products and reducing their time to market.
- **Free up call center agents and sales advisors to spend more time with customers** by automating many back-office tasks
- **Respond quickly to changing market conditions** by using business intelligence dashboards to monitor real-time campaign and sales success
- **Improve your return on investment** by improving your close rates and increasing the penetration of value-adding services

For More Information

Call your SAP representative or visit us online at www.sap.com/industries/banking.

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