

OMNI CHANNEL Customer Engagement Experience

With every interaction, Banks need to leverage their customers multi-channel relationships to position the most relevant next best action or offer

I SITUATION

KEY FINDINGS

Today, Banks are faced with three critical business issues

1. Increase customer satisfaction

55% Of Consumers believe financial institutions are **NOT** doing a good job of meeting their needs
Source: Forrester

56% Of Customers say they are "more likely to switch banks due to bad customer service than to get a slightly better deal."
Source: Global Retail Banking Study Serves Buffet Of Tasty Factsoids

PROVIDE real time information about the customer that is consistent across all channels - "you know what I need"

2. Increase customer revenues

32% The average financial institution holds from 28% to 32% of a customer's wallet
Source: The Wallet Share Race

DEEPEEN relationship with existing customers which represent significant revenue potential

CREATE a single view of customer across the institution to understand opportunities, expand relationships and manage risk

3. Efficiency/Expense Reduction

71% Of Consumers still say they prefer to open an account in the branch

2.9 The average number of channels used to purchase a product
Source: Global Retail Banking Study Serves Buffet Of Tasty Factsoids

NEED more relevant offers, that have higher acceptance rate, leading to increased sales and revenue
MUST Lower cost by providing offers through automated channels where appropriate

KEY RECOMMENDATIONS

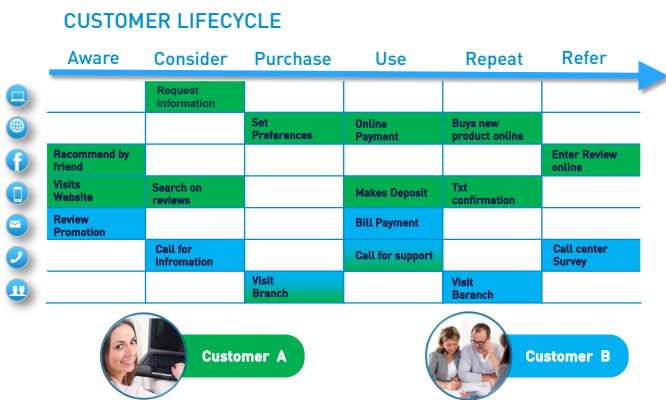


- Provide seamless channel integration
Developing single view of customer and making that view available to customer facing representatives - demonstrate "you know me"
- Analyze past, present and future data
Recognizing customer transaction history in problem resolution, as well as offers management process flows - demonstrate "you want to help me/you care about me"

II ISSUE

CUSTOMERS ARE MORE DEMANDING

Customers are using many channels based on those they find most convenient depending on what they need/want to do



Recognizing the customer and providing similar experiences across all channels is an expectation, not a differentiator

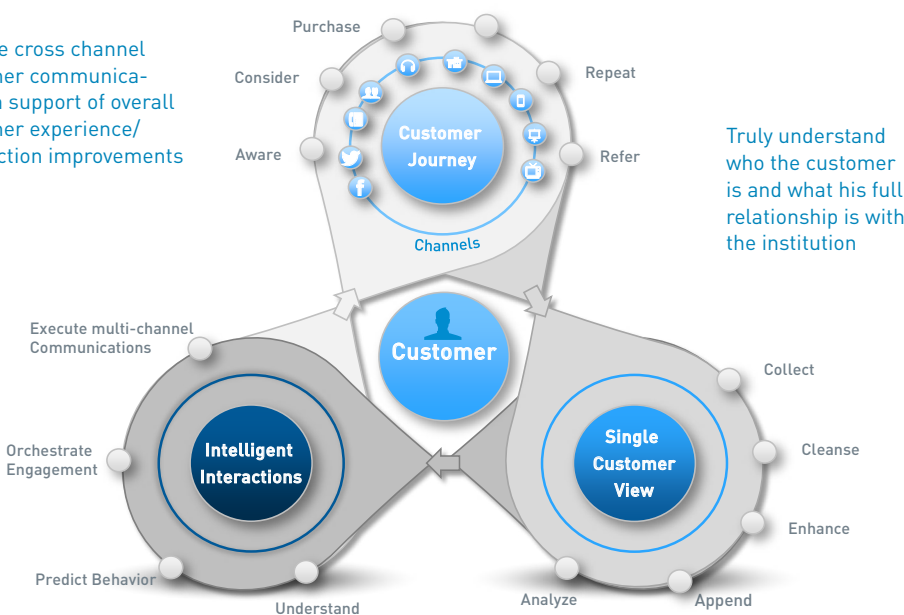
Banks need to connect all client channels, to enhance customer communications and optimize CRM results. This will result in enhanced customer satisfaction and optimized response to offers leading to increased sales and revenues.

III RESOLUTION

ENABLING MULTI-CHANNEL COMMUNICATIONS

Enhanced customer experience will result in longer, more profitable relationships resulting from relevancy of offers presented

Manage cross channel customer communications in support of overall customer experience/satisfaction improvements



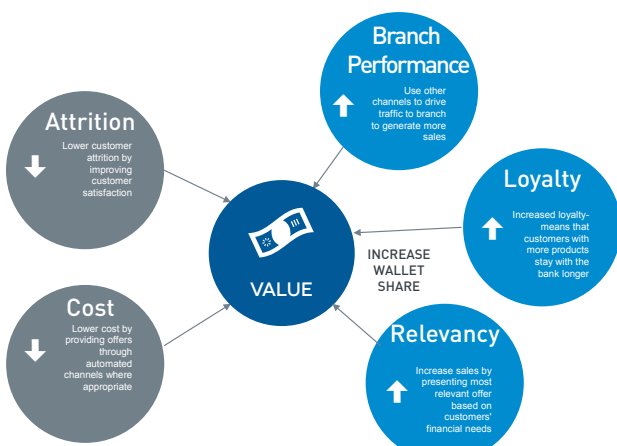
Truly understand who the customer is and what his full relationship is with the institution

Real Time Decision for best next action given context of customer interaction, channel, timing, and existing customer relationship

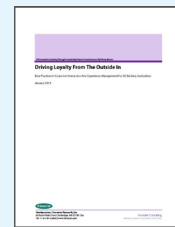
IV RESULTS

TURN CUSTOMER EXPERIENCE INTO REVENUE GENERATION

Solution will drive increased revenue and sales resulting from better customer insights and actions, and increased customer satisfaction



PROOF POINTS



Driving Loyalty From the Outside In

Best Practices in Customer Interaction and Experience Management for US Bankign Institutions - White Paper



We sell more products through inbound prompts than through all other direct marketing actions"
Head of iCRM Nationwide Building Society



Winner of 2010 Gartner CRM Excellence Award
• Increased new customer cross-sell by 26%
• Reduced churn overall by 20%



Pitney Bowes now has the complete CCM strategy. PB now has all the tools for emerging multichannel communications."



Portrait Suite offers strong performance in analytics, interaction management and inbound and outbound dialogue across a variety of channels."

SOLUTION FOCUS



FOR MORE INFORMATION



<http://www.pb.com/software/financial-services/>

FOLLOW US



CONTACT US

Corporate Headquarters
(203) 356-5000
1 Elmcraft Road
Stamford, CT 06926
USA

