



The Role of Customer Relationship Management (CRM) Solutions in Banking Institutions

National and State Banks | Trusts | Credit Unions | Community and Regional Banks



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Think you're getting all you can from CRM?

Think again

- Do your financial advisors have the knowledge and skills they need, as well as access to all available investment options, to earn your customers' trust – and their business?
- Do they have the insight required to maximize the potential value of your existing customer relationships?
- Can your financial advisors effectively deliver valuable financial guidance on everything from banking to insurance to investments?
- Do you have solutions in place that map to your unique business processes, help increase product sales, and ensure compliance?

The opportunity

In the converging worlds of finance and insurance, **everything is changing** – fast. Regulatory changes have opened up a host of new revenue channels for depository institutions. And while the **opportunities for expansion are vast**, these organizations must take action to put the right processes and technologies in place to support these new channels, or risk losing an **unprecedented opportunity** to become their customers' *trusted advisor* – and sole provider – for all of their financial and insurance needs.

No matter what the size, nearly every depository institution faces this opportunity today. And they have the **existing customer relationships** to help lead the way. Banks in the United States have a

primary financial relationship with more than 100 million Americans. But to date they have yet to tap the full potential of these virtually captive customers. By multiplying the range of products and services they offer, they could **add significant revenue** to their business. Other specialized depository institutions – from large, nationwide organizations to small, community-focused credit unions – hold a **valuable advantage** in their customer base as well. For these organizations, their typically long-term customer relationships can easily become the foundation for a more effective and profitable relationship as each customer's **trusted advisor**.

Today's consumers are much more sophisticated than in the past. They demand choice and objectivity when making the important decisions that affect their retirement, their children's education, and other life events. By **leveraging the value of these customer relationships** and the associated customer data, financial

institutions of all types have the opportunity to bring both choice and objectivity to their customers. As a result, they can effectively transform their transaction-focused customers into long-term clients who view their financial advisor as a **valuable source of knowledge** and experience that can guide them in all of their financial decisions.

The advantage of the trusted advisor

Because banking customers face a seemingly unlimited number of financial options from an endless supply of financial services providers, they seek a business relationship that can lead them to the best financial decisions across the full spectrum of choices – from banking to investments to insurance.

But earning this title is no simple accomplishment. To do so, an organization must have the knowledge, business practices and applications in place to help understand their customers' needs, identify the best possible financial options, and execute those decisions quickly and effectively. Advisors – from in-house financial consultants, investment representatives and insurance specialists to licensed platform bankers – need a wide variety of information at their fingertips. They need a solution that can help analyze that information to arrive at the

most optimal conclusions, and one that can scale to meet the needs of a fast-growing organization and a constantly expanding customer base.

For the past two decades, ***financial institutions have led the way*** in using technology to service their customers. The introduction of the ATM has transformed the banking process entirely. Websites that offer full service banking offer fantastic benefits – from simplified bill pay to online brokerage services to fully automated loan processing.

The down side? You've lost touch with your customers. And without that personal contact, you've become the website. Your teller is now an ATM. And your services are easily replaced.

Today's banking customers are uncertain how to invest their assets. Becoming each customer's ***trusted advisor*** – and putting the solutions in place to succeed in that role – makes it possible for financial institutions to take full advantage of new revenue opportunities.

Think a generic CRM solution can meet your needs?

Think again.

The value of a vertical solution

E-Z Data offers an innovative, industry-specific approach to leveraging your valuable customer assets. From customer database segmentation, delivery of educational seminars and marketing campaigns, to management of the back office brokerage and pending case processing, to the tools needed by financial consultants and personal bankers to deliver personalized banking and investment services, our integrated solutions help today's evolving financial institutions deliver more comprehensive service to existing customers while helping to drive new business and a greater share of wallet.

Our solutions are uniquely designed to help banking institutions of any size to:

- Uncover untapped opportunities in their existing portfolio of clients
- Expand revenue opportunities through in-house financial consultants, insurance specialists, and investment representatives
- Improve the productivity of every member of their organization
- Improve customer relationships and retention

E-Z Data is the only CRM solutions provider focused exclusively on the specialized needs of the financial services and insurance industries. As a result, our solutions provide unique functionality that meets the many requirements of your business. E-Z Data offers unmatched industry expertise, pre-integration with the industry's most valued back office systems, and a CRM solution that meets the needs of your entire organization – from a simple lead referral solution for tellers, to the interactive selling and marketing tools needed by your advisors, to a robust back-office system for agency management.

Think CRM is just for advisors?

Think again.

While customer relationship management is often perceived as a methodology designed to drive performance benefits strictly for customer-facing personnel, the fact is that a rich CRM solution has the power to drive significant benefits for the entire organization. An integrated, centralized CRM solution can provide banks with the information they need to effectively administer their insurance business and meet related compliance requirements. Integrated CRM capabilities also enable collaboration among various roles, allow customer information to be leveraged across the organization to strengthen strategic sales and marketing efforts, and, ultimately, deliver organizational efficiencies that directly impact the bottom line.

Corporate and Branch Management Solutions

Provide management with visibility into customer-focused activities, as well as the mechanism needed to drive collaboration among the key players in sales, marketing, and customer service. Corporate Solutions allow management personnel to:

- Develop and automate referral and lead-sharing programs
- Effectively manage sales territories
- Implement automated workflows between the various corporate and branch roles
- Analyze and segment customer database to support sales, marketing, and service programs
- Financial Consultant / recruitment tracking
- Monitor sales activity
- Manage compliance through tracking of activities and interactions by user
- Maintain data and system security to ensure information assets remain safe

Teller and Loan Officer Solutions

Provide the 'platform' team with important capabilities that help initiate powerful cross-selling opportunities for existing customers, including:

- Referral lead-capture and distribution
- Referral tracking by team member
- Visibility into customer product portfolio
- Flagging of targeted customers

Financial Consultant / Agent Solutions

Help each team member manage their book of business and effectively serve as each client's trusted advisor. Capabilities include:

- Contact and calendar management
- Referral/lead notification and acceptance
- Visibility into inforce policies, group benefits, investments, positions, and transactions
- Customer portfolio performance reporting
- Commissions and production tracking
- Desktop marketing tools
- Sales activity tracking
- Prospecting scripts
- Product illustrations
- Pending case/new business tracking
- Financial and needs analysis tools

Agency and Brokerage Solutions

Deliver the back-office automation to support all roles in the insurance agency, from group management to case management to marketing. Capabilities include:

- Referral / lead distribution
- Compliance tracking (i.e., appointments, licensing and contracting, continuing education, errors and omissions)
- Processing of multi-carrier new business, from application to inforce status
- Tracking of Life, DI, LTC, Fixed and Variable Annuities, Riders, and 1035 Exchange information
- Secure, bi-directional, Internet-based connectivity for data transfer of pending case information between carriers, distributors, and information providers
- Automated carrier updates for products and all required data (i.e., forms, underwriting requirements, guidelines, risk classes)
- Commissions tracking

Customer Solutions

Can help improve customer satisfaction, reduce costs, and strengthen customer control. These solutions provide customers with:

- Visibility into policy and investment details via the Internet
- Self-service investment and policy tracking
- Online access to all accounts
- Ability to add information to financial statements
- Easy and informed advisor collaboration

Call Center Solutions

Help synchronize customer service and sales opportunities by allowing phone reps to more effectively manage customer relationships using scripts, processes, and supervisory tools that require a minimal amount of training. Call Center Solutions support:

- Outbound telemarketing and telesales campaigns
- Inbound call management
- Computer Telephony Integration (CTI)
- Contact center channels
- Administration and supervision
- Lead tracking & distribution
- Automated workflow and call scripting
- Sales activity tracking
- System Security

Mobile Solutions

Enable every member of the organization to remain productive – even when disconnected. By providing a full menu of downloadable information, the solutions allow users to add and modify records and then synchronize those changes back to the enterprise database. E-Z Data's mobile solutions include support for:

- Disconnected laptops
- Palm OS® PDA devices
- Windows Powered Pocket PC

Banking CRM solutions can deliver substantial value

E-Z Data provides the solution you need to transform your business and become your customers' trusted advisor. Our solutions for financial institutions deliver:

➤ **Quick, definitive return on investment**

Our solutions are eagerly adopted and accelerate investment payback. Our customers experience successful system implementations, high user acceptance, and strong return on investment. We are *proven in practice* with companies just like yours.

➤ **Connects the front office to the back office**

Our solutions for financial services companies provide robust out-of-the-box functionality for key marketing, sale, and customer service processes. Pre-integration with numerous third-party data and solution providers further leverages the value of the solution.

➤ **Lower total cost of ownership**

A wise investment choice, our solutions leverage strategic technology investments and nearly two decades of industry experience. Our out-of-the-box industry functionality and strategic offshore research and development centers allow us to deliver greater value at a lower overall cost.

E-Z Data, Inc., established in 1986, serves over 40 of the world's largest insurance and financial services companies. With 90,000+ seats deployed globally, E-Z Data is the leading provider of front office systems for insurance and financial services companies, broker-dealers, agents and investment advisors.

E-Z Data clients include American Express Financial Advisors, AXA Australia, ING, MetLife, New York Life, Prudential, and Wachovia.

Its Web-based Enterprise CRM Platform™ (ECP™) provides a comprehensive front office system to synchronize all key players in sales, marketing, and customer service. E-Z Data's domain expertise, coupled with mature, industry-specific business components, results in consistently successful customer implementations that are proven in practice. E-Z Data is headquartered in Pasadena, California. www.ez-data.com



*Proven in Practice*SM

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