

**SAP Solution Brief**



## **mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT FOR THE BANKING INDUSTRY**

### **LOYAL CUSTOMERS ARE YOUR MOST VALUABLE ASSETS TODAY**

**Powerful market forces are transforming today's banking and financial services market. In this environment, your success depends on your ability to understand changing customer needs and to turn that understanding into a competitive advantage.**

Banking institutions today face many challenges including global competition for deposits, loans, and underwriting fees; increasing customer demands; shrinking profit margins; and the need to keep up with new technologies.

As you encounter these obstacles – whether you are a retail bank, investment bank, or diversified financial services company – your future depends on one critical factor – strong customer relationships. And those relationships depend on your ability to provide personalized service to every customer, every time, everywhere.

That is why now is the time for your institution to discover the mySAP™ Customer Relationship Management (mySAP™ CRM) solution.

With mySAP CRM, your bank can improve the quality of sales and service at every touch point, including branch offices, kiosks, ATMs, call centers, fax, Internet, e-mail, and direct marketing. And, you can respond more quickly to fluctuating interest rates, shifting patterns of affluence, and changes in consumer and commercial lending demand.

As a result, you can focus on what is important to your business: increasing customer satisfaction, building asset levels, expanding relationships to include insurance and brokerage services, reducing operational costs, and building profitability.

## **DELIVER WORLD-CLASS SUPPORT FROM THE BRANCH OFFICE TO THE WEB**

With mySAP CRM, you gain state-of-the-art capabilities for managing the customer interaction cycle from start to finish, including the following:

- **Customer engagement support** – Provide an open, cross-bank platform for collecting customer information from core banking and legacy systems, to achieve a unified view of each customer. Develop consolidated financial products that match the needs of customers at every stage of life – such as bundled programs that incorporate retirement savings and life insurance. Identify and nurture your most profitable customers to increase their loyalty. Plan, execute, and evaluate advertising, direct mail, and sales promotion programs to ensure a unified message. Track all customer calls, e-mails, and branch visits. Follow up on qualified leads through the branch office, call center, or Internet. Manage relationship-building events on topics such as women’s finances, retirement planning, education financing, and insurance. Provide branch and relationship-management personnel with a marketing encyclopedia that includes product materials, new product literature, competitive analyses, and price lists.
- **Business transaction support** – Alert tellers, loan officers, customer service representatives, brokers, and financial advisors service personnel to customer appointments and important events. Capture and organize customer communications that take place through any channel. Perform sophisticated analyses of customer and product profitability, including net worth analysis, life stage analysis, assets under management, market data, limit utilization, and overall financial performance. Empower loan officers and service personnel to access loan proposals, loan applications, contact reports, and internal follow-up queries.
- **Core banking and legacy systems integration** – Integrate with the core banking capability of the mySAP™ Banking solution or other legacy systems that use open technologies such as the IBM MQ Series® Workflow. Accommodate current and future lending, deposit, and risk management systems. Compute and deliver bank statements and balance notifications.
- **Customer service support** – Answer customer queries regarding account balances, loan maturities, interest rates, statements, product features, and other issues. Access your current and archival data. Handle transaction-related complaints more efficiently. Plan and track the activities of customer information systems. Support your interaction center with online banking, computer telephony interface, e-mail, and Internet self-service functions.

## **PROVIDE A CUSTOMIZED PORTAL FOR EVERY USER**

mySAP CRM is delivered through the mySAP™ Enterprise Portal solution, allowing all members of your value chain to access, collaborate on, and analyze the information they need. This may include news, announcements, alerts, notifications, and industry-specific updates. With the right information in the right hands, everyone – including tellers, loan officers, call center representatives, brokers, marketers, customers, and business partners – can operate more efficiently and productively.

## **TURN STRONGER RELATIONSHIPS INTO STRONGER PROFITS**

As the only fully integrated customer relationship management (CRM) solution on the market today, mySAP CRM helps your bank turn outstanding service into outstanding profitability. With it, you can accomplish these goals:

- **Control costs** – Track the variables of your bank’s sales, marketing, and promotional programs to improve performance while reducing overall costs. Reduce compliance costs through more efficient management and reporting of customer-

related data. Reduce loan administration and deposit account maintenance expenses through online statements and electronic check imaging.

- **Increase revenues and profits** – Underwrite more loans through better understanding of customer needs and better risk analysis. Generate new accounts and assets through better coordination of sales and marketing programs. Help relationship managers and marketers identify prime prospects for fee-based products. Increase cross-sells of other banking products through a superior understanding of customer needs and product profitability.
- **Manage the customer life cycle** – Build an intimate profile of each customer, and provide personalized guidance for finances in every aspect of life – including young adulthood, home ownership, business ownership, family protection, retirement planning, education planning, retirement, and estate planning. Design products to meet the financial goals of your clients.
- **Build customer trust** – Provide today's sophisticated customers with the information they need to make sound financial decisions. Build loyalty through superior banking service and consistent messaging. Expand your share of wallet by providing innovative financial products, value pricing, and having a clear understanding of individual financial goals.
- **Mine your knowledge base** – Leverage your bank's vast data resources through seamless integration with the mySAP™ Business Intelligence (mySAP™ BI) solution. Use CRM analytics to rank customers by target group; customer loyalty; profitability; life stage; recency, frequency, and monetary (RFM); and lifetime value. Use the SAP® Balanced Scorecard to monitor business performance, ensuring compliance with internal goals and external regulations.

- **Go mobile** – Allow your customers to keep track of their financial information wherever they go, using any Web-enabled laptop, personal digital assistant, or cell phone.

### **GET A COMPETITIVE ADVANTAGE YOU CAN BANK ON**

At a time when bank customers have an infinite variety of choices, stronger customer relationships are the key to long-term success. And nothing helps you build customer relationships like mySAP CRM.

No other solution does more to help you implement banking industry best practices for customer sales and service. And no other solution offers the same level of built-in integration with your existing business management systems.

For full details on how mySAP CRM can help your financial institution become more competitive and customer-centric, visit our Web sites at [www.sap.com/banking](http://www.sap.com/banking) or [www.sap.com/crm](http://www.sap.com/crm)

### **THE mySAP.COM® E-BUSINESS PLATFORM**

To remain competitive and profitable in today's economy, successful companies must work together across traditional enterprise boundaries, collaborating in virtual global networks, with the best tools and solutions. That's why companies are choosing mySAP.com® – a comprehensive platform of e-business solutions, services, and technology built on SAP's 30 years of business experience. By using mySAP.com to power your business strategy, you gain a lasting competitive advantage, adding significant value and maximizing ROI.

mySAP.com is based on an open, flexible, and collaborative services architecture that supports both SAP and non-SAP systems. mySAP.com creates value by allowing quick responses to new business opportunities and by reducing costs, enabling you to collaborate, integrate, and succeed in today's marketplace.

THE BEST-RUN E-BUSINESSES RUN SAP



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