

IBM Global Services

Customer Care and Insight



Solution Description

Many market forces are creating pressure on the banking industry to improve customer centricity and reduce costly processes. The IBM Banking Customer Care and Insight solution is designed to help institutions become more competitive and customer-centric by rapidly improving customer-oriented processes across channels and business silos. Customer Care and Insight optimizes customer marketing, sales, service and compliance processes while providing a complete view of customers and their relationship with the business.

Features & Benefits

With the Customer Care and Insight solution, banks and financial institutions are able to:

- Capture and analyze virtually every customer touch and interaction across all channels and lines of business, and make that information accessible company-wide;
- Improve customer acquisition, retention and cross-selling capabilities with customer analytics and efficient customer service processes;
- Maximize business and revenue opportunities by leveraging customer information from across the enterprise;
- Strengthen infrastructure to enable multichannel service delivery at every customer touch point;
- Run effective campaigns across lines of business and through enterprise marketing processes; and
- Implement processes that meet compliance requirements such as Know Your Customer (KYC) and Do Not Call.

Value Proposition

The Customer Care and Insight Solution optimizes customer marketing, sales, service and compliance processes, while providing a 360-degree view of the customer and their complete relationship with the enterprise. The solution helps improve customer retention by differentiating services, and drives revenue with effective cross and up-sell capabilities. Additional cost savings are realized through improved processes, productivity and efficiency.

IBM Segment

- Cognos
- Enterprise Content Management
- InfoSphere

Business Function

- Advanced Customer Insight

Target Industry

- Banking and Financial Markets

For more information, contact:

IBM Corporation

Kristen Meyer
703-889-5302
kristenmeyer@us.ibm.com
www.ibm.com/software

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