



**IBM Banking Industry Framework for customer care and insight:
Driving growth by delighting your customers**

Optimizing the customer experience: A banking imperative

Today's banking customers are more demanding than ever. They want products and services that are tailored to their specific needs, delivered through the channels that are most convenient to them. Many consumers also want to be able to control the way they interact with their bank. While many financial institutions are striving to meet these needs, less than one quarter of U.S. banking customers claim to be advocates for their bank.¹ Giving customers what they want is not easy.



For many banks, understanding and meeting the needs of their customers, particularly their most profitable customers, is critical to driving sustainable growth. Often banks—as the result of mergers and acquisitions over the years—have multiple IT systems and data repositories that duplicate cross-enterprise functions and store customer data in multiple places. This can result in an inconsistent experience for a customer who deals with the bank using different channels. The inability of the bank to develop a comprehensive view of their customers also limits their ability to cross-sell and up-sell based on customer needs.

A simpler front office infrastructure is needed. However, large-scale, customer-focused transformation efforts are often costly, risky and slow to generate a return on investment. Today banks need a better approach that enables them to transform their infrastructure over time, project by project, building on the assets they already have, and driving value along the way. Now banks can build a technology roadmap to meet these needs with the IBM® Banking Industry Framework for customer care and insight.



Bridging the gap between business requirements and IT capabilities: A framework approach

The IBM Banking Industry Framework provides a software platform along with pre-built customer care and insight software extensions, solution accelerators and best practices to help you significantly speed time to value in your solution implementation. It provides an approach for a progressive, managed, business-driven transformation of your customer-focused processes.

As you prioritize your changing business needs, you have a choice in how to get started. Along with a selection of applications from leading independent software vendors (ISVs), the framework supports your transformation journey with customer care and insight projects in the following areas:

- **Customer information:** *Create a single view of your customer by integrating your customer data. Create a data foundation that supports robust customer analytics.*
- **Customer insight:** *Drive greater insight into customer needs with customer analytics and business intelligence. Use search and discovery analytics to reduce the risk of fraud.*
- **Sales processes:** *Optimize the lending process. Enable cross-selling, and up-selling. Improve the customer on-boarding process to drive profitable revenue and lower customer acquisition costs.*
- **Service processes.** *Improve your case management and dispute resolution processes. Optimize your contact center capabilities. Enable event-based decision making processes.*
- **Compliance processes.** *Comply with “know your customer” mandates and customer preferences such as “do not call.”*
- **Marketing processes.** *Segment your customers and understand customer profitability. Use campaign management and marketing communication tools more effectively to drive growth.*
- **Multi-channel transformation.** *Integrate different channel applications to provide for a consistent customer experience while gaining control and flexibility, and ultimately reduce total cost of system ownership.*



The IBM Banking Industry Framework: Giving you what you need

A framework approach delivers benefits quickly to your front office infrastructure. With an improved data infrastructure you can reduce maintenance costs and create a trusted source of customer information. By moving to dynamic business process management, you gain the flexibility to change processes as customer needs change, reducing manual intervention in processes and related costs. With robust analytical tools, you gain greater insight into what your customers really want. Plus, as you create a more flexible infrastructure for your front office, you help build the foundation for a more strategic architecture within the bank.

Take advantage of our vast expertise

IBM is a global leader in financial services. Financial institutions around the world are using an industry framework approach to simplify their technology infrastructure. IBM can help you get on the path to greater agility, whether you're just starting out, seeking to optimize your existing infrastructure or somewhere in between. Talk to your IBM representative today about conducting a business value assessment to identify ways to get started.

The IBM Banking Industry Framework for customer care and insight provides:

- Detailed design templates for accelerating data warehouse development
- Pre-defined data, process and policy models based on proven best practices in enterprise planning, financial management and control to create real-time business management dashboards
- Business services for accelerating customer on-boarding and maintenance processes with compliance to “know your customer” regulations
- Industry process and integration models that provide higher order composite services in relation to IBM Master Data Management Server
- Templates and tools to accelerate the creation of integrated front office applications in the context of a unified multi-channel infrastructure
- Best practice business and technical patterns for implementing service oriented architecture-based solutions for processes such as account opening





For more information

To learn more about the customer care and insight capabilities provided by the IBM Banking Industry Framework, contact your IBM representative or visit:

ibm.com/software/industry/frameworks/banking

Case study: A top U.S. bank drives an improved customer experience

This leading U.S. bank wanted to provide a more consistent experience to their customers. Their existing legacy systems and multiple customer information files were not providing the trusted and usable data they needed to support their business objectives.

With help from IBM, the bank was able to integrate its customer data and discontinue its existing customer information file and customer relationship file systems. At the heart of the solution was the IBM InfoSphere™ MDM Server and the IBM Banking Data Warehouse. The bank built a single enterprise capability for a complete view of every customer for operational systems as well as analytics.

As a result of the project, the bank was able to create consolidated customer profiles for the entire enterprise and was able to expand their ability to manage more customer preference data. Replacing the existing customer information file reduced maintenance costs. At the same time, existing application interfaces were preserved, reducing disruption to existing business applications.





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¹ Unlocking customer advocacy in retail banking: The customer focused enterprise, IBM Global Business Services, 2006