



## CRM SOLUTIONS FOR FINANCIAL SERVICES



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## The Business Challenge

Financial services firms face difficult market dynamics. The rise of interstate banking and increasing globalization have served to heighten the competitive environment. The Financial Services Modernization Act of 1999 allowed financial institutions to acquire each other across divisions to form conglomerates, offering consumer and commercial banking and brokerage, as well as insurance products. This transformation of industry regulations has accelerated consolidation and allowed for the convergence of subsectors. Deregulation, consolidation and the proliferation of e-banking brings the ability to offer an array of products and services—but at a distance. Increasing numbers and types of financial services firms are vying for the same customers across multiple channels: in person, and by telephone (including wireless connections and call centers), e-mail, and the Internet. These market forces have clearly intensified competition among industry participants, making effective management of customer relationships critical.

The opportunity to market to the right customer with the right product at the right time slips away. Failure to follow up from customer contact such as from call centers or the Internet is all too common given all the touchpoints and disparate data collection systems. The customer loses. The bank loses. Missed selling opportunities, reduced service quality and diminished customer satisfaction result. Banks are challenged to rise above the competition by delivering personalized, high-quality customer sales and service. Organizations meeting the challenge will leverage Customer Relationship Management (CRM) technologies to lower costs and develop deep, long-term relationships with their customers across all contact channels. The solution is a strong CRM strategy that takes into account a cross-bank platform and tends the view of the customer.

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Financial services firms that develop extended CRM platforms gain competitive advantages within their marketplaces.

## Extending the View with CRM

Today's fluid marketplace compels firms to stay ahead of their customers. With a 360 degree view and transparency of customer information, CRM techniques ensure growth of new and existing relationships with customers in order to sell services and make each client feel like a "market of one." More up-selling, cross-selling and efficient target marketing occurs. For instance, Web sales and support activities are integrated in a unified program to increase sales.

Marketing effectiveness can then be measured. Financial services firms have the opportunity to integrate CRM into their business processes to improve account, sales and campaign management. For example, a firm uses CRM to provide clients with information and self-service capabilities, to check their account status online, transfer money between accounts and update information to their accounts. Customer profitability and demographics can be assessed across product lines. Higher response rates to targeted offerings and campaigns are achieved.

Financial services firms that develop extended CRM platforms gain competitive advantages within their marketplaces. When effectively planned and integrated, CRM solutions improve marketing and sales processes, reduce customer support costs and drive revenue. Improvements to the management of people and processes naturally follow. Significant Return on Investment (ROI) is realized.

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Apex IT sets the stage for a successful CRM design with these benefits:

- Our hands-on experience shortens your CRM journey.
- Our people know the mistakes made by others in CRM deployments. We keep you from making those same mistakes.
- We help organizations collaborate on a single solution that fits the needs of the entire organization, not just one division.
- A clear path focuses on only those initiatives with the most influence on saving money and providing the best ROI.

## How Apex IT Delivers

Strategic consulting services by Apex IT empowers firms with the necessary leadership to formulate and implement their vision in the form of a CRM strategy. Projects are completed with management's business needs and goals in mind. People, processes and technology are evaluated and reviewed.

Apex IT's "Path to the Peak" approach allows financial services firms to fully realize their potential markets. First, Apex IT seeks to fully understand the organization, its customers and the unique needs of each. Apex IT professionals then develop solutions tailored to the business processes and objectives, while considering the firm's current technology platforms. Apex IT considers this assessment phase critical. Business benefits can then be established which set the tone for projected ROI and other business results.

Following the initial assessment and strategic planning activities, Apex IT recommends a CRM strategy through unbiased software selection and service processes. While Apex IT is a recognized premier partner to PeopleSoft and Siebel as leading CRM vendors, it acts independent of a single software solution. Apex IT doesn't play the numbers game found at large integrators and consultancies that deploy huge forces of consultants. Instead, Apex IT takes executive ownership of each project with contributions by seasoned management consultants and CRM specialists. With more than 100 successful CRM implementations and dedication to CRM as a sole practice, Apex IT gets the job done right the first time. Its Management Consulting Services (MCS) group is on professional par with major consultancies. Expertise in enterprise architecture integration (EAI) assists firms in consolidating customer information from disparate systems. Proposed CRM solutions can then be integrated with e-commerce, enterprise resource planning (ERP) and other back-office applications.

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## Proven Track Record

Apex IT has a proven track record in the financial services market as these case studies illustrate:

- For Wells Fargo, one of the nation's leading retail banks, Apex IT directed a team to successfully complete a complex, multi-phase implementation for the bank's Internet brokerage division. Following the initial integration, which allowed Wells Fargo to swiftly gain significant ROI, Apex IT expertly customized the CRM solution. Entire customer histories are now accessed on one screen resulting in increased customer satisfaction.
- Apex IT assisted Bankers Systems, Inc., a leading supplier to the financial services market for lending, deposit and IRA solutions, by implementing a help desk CRM solution. Apex IT guided the company's growing software division through the upgrade of its legacy help desk system. In addition, a highly customized integration to the company's SAP back-office system was paramount to the success of the project because out-of-the-box integrations didn't exist. Both integrations greatly improved the efficiencies and customer service levels for the division.

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## Conquering the Challenge with Apex IT

Today's financial services firms face heightened urgency to implement a CRM strategy in order to manage their customer relationships and marketing programs. Vision and technical expertise are required. A CRM partner with experience in the financial services sector is essential.

As a leader in its class for CRM implementation and integration services, Apex IT delivers a powerful CRM game plan where financial services firms see results in short order. Unleash the power to manage and leverage customer relationships by selecting Apex IT as your CRM partner.

Apex IT applies extensive business knowledge, practical CRM implementation experience, and expert integration consulting services to deliver high-value, comprehensive CRM solutions. With offices in Minneapolis, Chicago, Dallas, Houston, and Atlanta, Apex IT has successfully delivered CRM consulting services nationwide to organizations in a variety of verticals.

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## For More Information

Since 1997, Apex IT has been at the forefront of CRM Consulting, continually setting new standards by designing and implementing integrated CRM solutions that dramatically improve our customers' ability to manage their relationships—from prospect to partner. To learn how Apex IT can help you put your customer first, call us at 651.287.2820 or visit our website at [www.ApexIT.com](http://www.ApexIT.com).



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