

Your bank's digital journey starts with the customer

Place CRM at the core of your digital transformation and improve how you serve, solve, and sell



Creating a holistic customer relationship

Bank customers today expect a fast, simple, and digital experience for all financial transactions. But in many cases, they're not finding this experience in traditional banks. This is because traditionally, banks are not adept at building technology and find themselves at a disadvantage when competing with modern fintech institutions for the same offering.

Even long-time customers of traditional banks have high expectations for digital and personalised services. And banks can't count on their loyalty—all customers will look to consolidate their financial accounts at the institution that serves them best.

Any bank is at a competitive disadvantage without up-to-date technology to deliver a compelling digital customer experience. A modern customer relationship management (CRM) system enables efficient ways to serve customers' needs, solve their problems, and sell your products and services from a single, easy-to-manage system.

A modern CRM solution combines tools, information, and processes to help you create the meaningful, holistic relationships that appeal to customers and sustain their loyalty for the long term. The first step to fully realising the benefits of a new CRM solution is to consider how it will maximise use of your customer data.

¹McKinsey and Company Global Payments Report 2019.



Two large neo-banks in the UK served nearly 6 million customers in 2019.¹

Getting customer data out of silos

Creating a strong digital relationship requires access to a single view of all information and services for that customer. Yet in most banks, the information is spread across many data sources, each with different standards and interfaces.

This situation presents several hurdles for digitising processes and services, including:

- Limited ability for relationship managers or customer service staff to manage the customer experience across channels.
- No single and complete view of customer data, which limits meaningful insights for identifying sales and service opportunities.
- Manual processes to gather data from multiple systems are time-consuming and make it difficult to personalise customer interactions at scale.
- Integrated digital banking services are difficult to create without a single source of customer data.

Most of all, fragmented customer data and a mix of systems hold back your ability to innovate and compete with digitally native alternatives for financial services.

An effective digital transformation in your bank starts with two key questions.

1. What would your customer relationships look like if you could get the right customer data and insights to the right employee for each interaction?
2. How can you create a consolidated view of the customer profile and enhance your customer acquisition and retention strategy?

The answers to these questions will likely prompt a review of your CRM system. As a key tool for maximising use of customer data, the system needs to support modern, seamless, and increasingly digital processes and interactions for customer sales and service.

A complete solution for digital relationship management

VeriTouch is a vertical solution built on top of Dynamics 365 and optimised with financial industry best practices. As a modern CRM, VeriTouch enables banks and financial institutions to place customer relationships at the core of their digital transformation journey.



Single customer view.

VeriTouch consolidates data from backend systems and digital channels to provide an easy-to-use, single view of the customer with standardised processes to serve them efficiently.



New sales opportunities.

VeriTouch supports insights for guided selling and provides focused recommendations to improve customer acquisition and retention, as well as identify opportunities for upselling and cross-selling bank products.



Personalised service tools.

VeriTouch features for handling complaints, service requests, and straight through processing (STP) and non-STP tasks help employees deliver the relevant, timely, and personalised service that improves customer engagement and retention. These features are built upon the vision that customers should tell the story only once.



VeriTouch features give your bank a customer-centric CRM

Customer Enrolment provides a guided process for customer onboarding and account opening through digital and assisted channels.

Know Your Customer enforces collection and capture of required customer information and documents.

360 Degree View of Customer provides a unified view of the customer's relationship and interactions through different channels for delivering better customer service.

Marketing and Campaign Management and **Sales and Prospect Management** create standardised and configurable processes that are specific to bank products and business lines for hard-sell and soft-sell activity.

Contact Centre automates inbound and outbound call handling and provides a unified agent desktop with access to 360-degree customer data.

Service Request and Complaints Management efficiently captures all information required to resolve a customer request or complaint with STP and non-STP procedures.

Next Best Action predicts customer needs to help identify relevant actions and bank offers, leading to improved customer wallet share and loyalty.

Cross Sell and Upsell automatically suggests bank products that can be offered to the customer.

Loyalty Management offers an end-to-end system to accelerate customer spending and retention.

Direct Sales Agent Tablet Application allows agents and customers to easily perform transactions outside the bank branches.

Making sure your customer comes first

The VeriTouch CRM solution is optimised to help you improve all digital interactions and processes for customer acquisition, retention, cross-sell, and upsell.

Deliver better service to customers.

VeriTouch helps you create an omni-channel customer experience based on a 360-degree view of customer relationships. With this broad perspective, you can deliver better service in all interactions and touchpoints. Higher customer satisfaction and loyalty levels make it easier to meet your business growth and success targets.

Expand opportunities for sales and profits.

The right offers for cross-sell and upsell products, identified through fine-tuned marketing, can increase bank profits. Cross-sell ratios improve when representatives make targeted sales attempts in inbound interactions, you automate fulfilment from soft-sell to hard-sell, and your processes support one-click options for cross-sell based on a complete customer view.

And with digital customer onboarding for multiple products, you can reduce the cost of client acquisition.

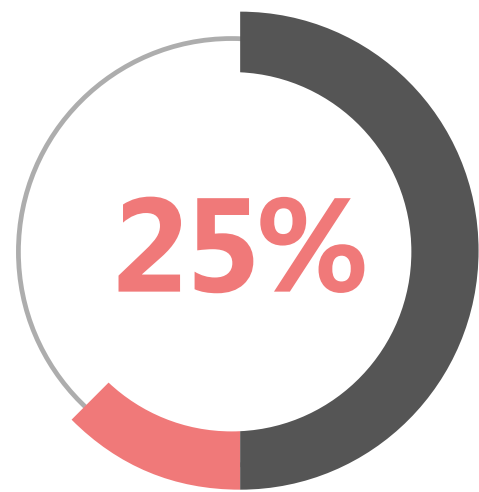


Improve and automate processes.

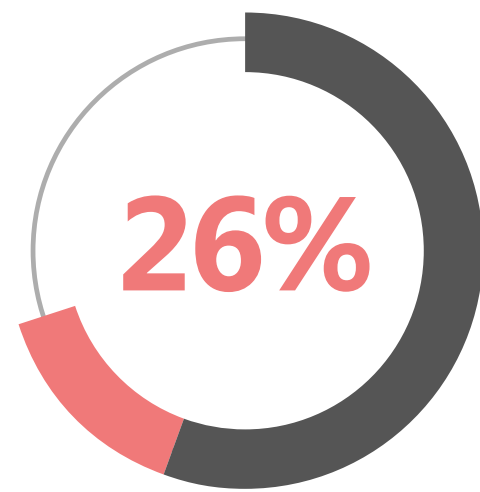
Real-time dashboards and data imported from external systems allow you to automate processes and improve employee and team performance. Collaboration and information sharing features help employees achieve higher sales and service efficiency.

Complex tasks are faster and easier for customers and employees to complete as digital processes that are enhanced with intelligent automation. You can reduce turnaround time and cost of servicing with paperless digital processes, workflows that are configurable and driven by service-level agreements (SLAs), and advanced APIs that capture service requests from digital channels.

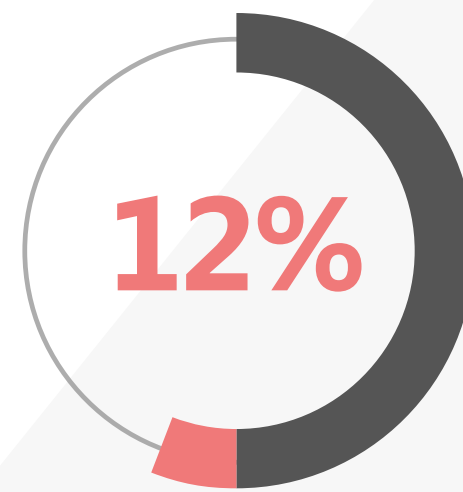
Financial institutions using VeriTouch have gained benefits such as:



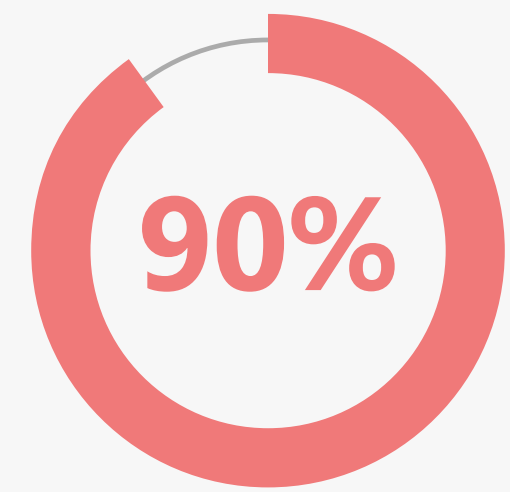
improvement in sales team efficiency



increase in first-call resolution



increase in customer retention



call response rates in 30 seconds

600k

collection tickets managed monthly

1-day

complaint resolution time (down from 17 days)

600+

service request types automated

CRM at the heart of your digital transformation

With an exclusive focus on the financial services industry, VeriPark creates end-to-end, seamless solutions for improving customer experience. The company's VeriTouch solution helps financial institutions drive more engaging interactions with their customers by capturing their needs, gaining personalised insights, and placing customers at the core of digital transformation and innovation.

VeriTouch is built on Microsoft Dynamics 365, which runs on the Microsoft Azure cloud platform. This technology combination helps financial institutions focus on the right customers, build trusted relationships, and take swift action using AI-driven guidance to optimise customer experiences.

VeriTouch is also notable as the first Certified for Microsoft Dynamics solution for the financial services industry. VeriPark has shared its deep knowledge with Microsoft to help build a common data structure

for the financial services industry on top of Dynamics 365 Customer Engagement. Additionally, the VeriPark banking data model behind VeriTouch is the foundation for the Microsoft open-source model, which has been checked by Bian and Fiserv.

Learn how a CRM solution that is focused on digital transformation for financial services can improve your customer journey.

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