BUSINESS NEXT

NATIONAL BANK OF OMAN ON CRMNEXT

Transforming Customer Experience and Workforce Efficiency on a Unified CRM Platform

240% Increase in lead conversions and more high impact results inside

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THE ASIAN BANKER®
STRATEGIC BUSINESS INTELLIGENCE FOR THE FINANCIAL SERVICES COMMUNITY

| **2017 Asian Banker Award for the Best CRM Project**

WHAT WAS NBO BANK MISSING?

- Intelligence driven Customer 360
- Guided cross sell with personalized offers
- Faster sales cycle
- High first contact resolutions

- Integrated service desk
- Value driven account planning
- Seamless customer onboarding

IMPLEMENTATION HIGHLIGHTS

1,500+ Users

60+ Branches

12 Systems Integrated

RESULTS

240%	Increase In Lead Conversion	**60%**	Increase In Cross-sell
75%	Reduction In Service Turnaround Time	**45%**	Increase In Customer Loyalty Index

* Scaled from an already high base

LEADERS SPEAK

" CRMNEXT implementation covered all processes related to prospect, opportunity, customer and performance management. The product rollout has been seamless. It is accessible across all channels and devices inclusive of branch, web and mobile. With its disruptive technologies, the team has helped us in gaining maximum value from investment. "

- Faizal Mohammed
CIO and Head of Transformation

SOLUTIONS, DELIVERED

Intelligence driven customer 360 ➤

- A unified, insightful customer view by collating and massaging data from different systems

- Real time display of product holdings and transaction using webmashups

- Relationship managers has real time access to product holdings, trade finance, facilities and account intelligence

- Ready connectors available for integration with third-party sources delivered ready-touse, verified profile information. Immensely rich customer profiles with interaction, engagement analysis and real time customer intelligence for superior product targeting, service

Guided cross sell with personalized offers ➤

- Personalized offers with respect to customer profile through algorithm techniques like frequency scoring, whitespace analysis with Trinity Cross Sell Modeler™

- Utilizing guided call scripts to increase the probability of conversions

- Real time alerts from various systems integrated to provide event based triggering such as large deposits, channel usage, etc laid the foundation for building a meaningful relationship

Faster sales cycle ➤

- End to end digital journeys for faster processing of leads, captured from multiple sources including website, email, branch visits etc.

- Leads are auto assigned/ routed with intelligent rules based on skills set and expertise

- Relationship Managers can also manually capture leads and conduct seamless prospecting within CRMNEXT

- Sales teams are able to qualify leads based on custom-defined parameters to prioritize follow-ups and executions for closures. Context-based coaching tips and action points to increase closure rates

- Sales teams and relationship managers are able to instantly access prospect intelligence at point of interaction

High first contact resolutions ➤

- Delivering accurate resolution to customer issues with solution suggestions at the first contact itself

- A centralized platform for all information including product holdings, data from multiple systems, interactions, past cases, solutions and more

- Seamless integration with DMS (Document Management System) guides agents to the right service collateral

Integrated service desk ➤

- Assisting customers in real time by autopopulating contact information, previewing customer profile, auto-assigning calls automatically to free agents, for all incoming calls

- Implementing predictive dialing and interactive voice response (IVR)

- Seamless integrations eliminates hopping between multiple systems and enabled call closures on a single platform

Value driven account planning ➤

- Relationship Managers can track key account values to monitor their own performance and prioritize activities

- Tracking budgets and annual plans with current achievements for existing customers while recording journeys from prospect-to opportunity-to-customer for new customers

Seamless customer onboarding ➤

- Enabling end to end on boarding of customers using fully integrated processes on a single system with the help of Autonoma Integrations™

- Ensuring process compliance with FATCA and eKYC needs

- Automated integrations with DWH, back office and core banking systems eliminated the need for multi window jumping

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