CASE STUDY

CUSTOMER EXPERIENCE

A Community Bank

One relationship coordinated across products.

A customized Salesforce.com solution enables a new approach for managing customer relationships.

The Challenge

Looking ahead to enable better customer insight

The bank had significant customer relationship management (CRM) gaps that hindered its ability to communicate with, retain, and cross-sell to its customers.

The bank historically looked at its customers only at the individual account level, but going forward, the bank desired to view a customer's entire history across all banking products, facilitating a more planned and coordinated approach to managing customer relationships.

The Solution

Banking expertise plus distinctive customer experience skills

For assistance, the bank selected West Monroe Partners, which offered deep banking industry experience paired with a distinctive approach to enabling an effortless customer experience as a means of achieving loyalty, revenue, and other goals. This combination of experience strongly appealed to the bank.

Once the project began, it was clear that having consultants with both banking process and customer experience backgrounds as facilitators was extremely beneficial to the outcome.

PROJECT GOALS

- GAIN A COMPLETE VIEW OF ALL WEALTH MANAGEMENT CLIENT RELATIONSHIPS
- STANDARDIZE AND ENHANCE CURRENT WEALTH MANAGEMENT SALES, CLIENT ONBOARDING, AND ONGOING MAINTENANCE PROCESSES
- AUTOMATE AND STREAMLINE KEY SALES PROCESSES TO IMPROVE OVERALL EFFICIENCY
- MEASURE AND TRACK KEY PERFORMANCE INDICATORS FOR WEALTH MANAGEMENT TEAMS

THE BOTTOM LINE

EFFICIENT INTEGRATION	SUCCESSFUL ADOPTION	EFFECTIVE FOUNDATION
of thousands of accounts	by 50 team members	for future firm-wide SFDC

The client is a community bank that provides personal banking, business banking, trust and estate, brokerage, and wealth management services. The bank has approximately three dozen offices.

Engaging key stakeholders

West Monroe Partners kicked off the project by facilitating workshops with the bank's subject matter experts to understand pain points surrounding Wealth Management sales, onboarding, and maintenance processes. These workshops were particularly effective due to the enthusiasm and active participation of the bank's subject matter experts.

"Agile" development produces a solution that meets all needs

Before producing an initial configuration, West Monroe confirmed requirements with a team at the bank, configured the Salesforce.com solution, then shared preliminary results with key stakeholders for reaction.

This approach was part of West Monroe's "Agile" development methodology, which allowed the business owners to provide real-time feedback during implementation, a solution that resonated with corporate culture and engaged Wealth Management team members involved. There were two to three collaborative iterations per development cycle to ensure the final configuration met each Wealth Management team's specific needs.

West Monroe also worked with the bank to integrate data from its core wealth management platform and e-mail/calendar software.

Training to ease adoption

After completing the configuration, West Monroe conducted thorough Salesforce.com training for the bank's Wealth Management team members. Training included half-day or full-day sessions tailored to specific user needs and was designed to accelerate user familiarity and adoption of the Salesforce. com tool.

In addition to training users, West Monroe also coached the bank's internal development and training teams to enable them to facilitate future training for new hires, and to help the bank prepare for the introduction of the tool to other bank departments in the future.

The Impact

A successful start, a sound platform for the future

With West Monroe Partners' support, the bank:

- Implemented a comprehensive Salesforce.com CRM solution for thousands of investment and trust accounts successfully and efficiently
- Facilitated adoption of the tool by more than 50 Wealth Management team members

In addition, the client now has established Salesforce.com as its core foundation for a bank-wide CRM solution—one that will increase visibility and insight into all of its customers.

westMONROE

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We are driven by opportunities to contribute to our clients' commercial success. We partner with clients to help generate revenue, reduce costs, and transform their thinking.

We are deep technical experts, uniquely capable to help you understand how technology can transform transactions, operations, and customer experiences. A good number of us even code.