



TALISMA®

How to make
customers
love your

Bank

A customer experience
management script

Lets face it.

The days of the faceless customer over. Today, customers want to be treated as individuals with unique choices, time constraints and tastes. Though a new era of customer expectation is here, a recent survey found that nearly half of those surveyed received little or no personalised attention from their bank.

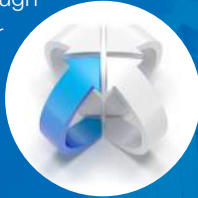
Understanding the lifecycle of your customer

A customer's association with your bank spans acquisition, servicing, retention and upsizing phases. If your bank manages to develop and sustain an ideal relationship with the customer, the bond will grow in strength with each phase, ultimately leading to the customer turning into a brand advocate. Not only will a satisfied customer subscribe to more products and services, but also recommend them. So, if a large proportion of your customer base consists of brand advocates, your bank is doing it right.

To develop brand advocates, your bank needs to evolve a customer experience strategy that is integrated at the top, but modular below to address requirements in each of the phases mentioned above. Lets look at some of the goals a customer experience strategy needs to meet at every stage.

Customer acquisition

create a competitive advantage delivered by people trusted and empowered to make the right decisions to take care of the customer. Articulate this strategy with value added marketing programs covering customer benefits across touchpoints. The value translation should be convincing enough to skew prospects toward your bank. In other words a sound engagement strategy covering lead management, lifetime relationship value estimation with campaign management while lowering the customer acquisition costs.



Customer retention

convey value and trust with every experience in a personalized manner. Your service and brand proposition should have grown strong by this time to help retain the customer. While identifying your most profitable customers, you also need to rollout loyalty building programs that intensify the engagement and creates brand advocates.



Customer servicing:


set and meet the right expectations and be consistent in approach and action. Develop a servicing model that takes into account processes, channels, customer service expectations and customer behaviour. Train employees to look at transactions as opportunities to deliver personalized experiences and make sure you are able to listen to your customers across channels. You should also be able to understand and analyse the width and depth of each transaction and the loyalty quotient associated with it.



Customer upsizing:

translate experiences into strong relationships that deliver cross sell, advocacy, and profit.



A close-up photograph of two business professionals shaking hands over a large, thick document. The person on the left is wearing a dark suit jacket over a white collared shirt. The person on the right is wearing a dark suit jacket over a blue and white checkered shirt. The document is open and has many pages, some of which are yellowed. The background is blurred, suggesting an office setting.

Talisma - helping your bank offer a unique customer experience

Talisma has been helping banks adopt CEM for over a decade now. Our CEM approach is based on strong domain expertise in banking, strategic business consulting services, best-of-breed solutions designed to optimise and deliver superior core functionality and domain specific implementation resources well attuned to your project specifics. We offer banks everything they need to power their CEM initiatives under one roof.

Talisma can help your bank achieve a sustainable balance between its market share, margins and CEM imperatives. We can help your bank implement an enterprisewide CEM strategy spanning the entire customer lifecycle.



Talisma's customer experience management solution for banks includes

- Unified communication platform – reach out to customers across channels
- Social media contact centre – join brand conversations on social media, engage prospective customers and strengthen brand connect
- Performance analytics – gain deeper insights into customer behaviour (important information that your customers won't tell you)
- Customer process management – deepen customer engagement, address service deficiencies, increase responsiveness
- Customer collaboration platform – reach out to customers, engage them in developing products, collate feedback and manage relationship in a collaborative manner
- Customer behavioural intelligence – study unique customer behaviour patterns, understand predictive behaviour to gauge customer preferences
- Vendor management – work closely with your vendors/suppliers and obtain real time status of interactions
- Talent acquisition management – acquire, train and retain the best talent
- Channel relations management – manage alliances, partner and reseller relations effectively
- Loyalty management solutions - identify and retain profitable customers
- Customer satisfaction management – look beyond surveys and improve customer retention rates

Talisma will help your organisation

- Retain the most profitable customers through unique loyalty programs
- Strengthen your brand, and develop unique products
- Listen to your brand conversations on social media
- Collaborate effectively and efficiently to manage customer needs
- Gain a 360 degree view of your customer
- Identify and address customer service deficiencies
- Run and manage robust marketing campaigns
- Reach out to and serve new customer segments



Benefits across lines of business

Retail banking: offer an array of customized services, deepen existing relationships, focus on most strategically important customers and convey value effectively.

Private banking: realize the full value of high net worth relationships, earn a bigger valet share of the customer.

Corporate banking: bring in intelligence into high value operations, offer differentiated services and improve engagement with corporate customers.

Investment banking: deploy exceptional engagement practices across customer base, leverage unified view, build trust and improve decision making.



Successful implementations- the key to a successful CEM transformation

Talisma through its comprehensive and robust methodology for implementation enables faster and successful implementations at lower cost and enhanced quality. You can leverage both on-site and off-site services to enable migration and performance enhancements.

Talisma has extensive experience in partnering BFSI institutions. Our customers in this segment include three of the top 5 institutions in the public and private sector in South Asia. We have over 1700 functionally rich deployments backed by strong implementation and support teams having a rich and exclusive CEM and CRM domain expertise.

BANK

About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of Customer Experience Management (CEM) software for a wide range of industries. Talisma CEM enables organizations to deliver an exceptional customer experience on a global scale across engagement channels and interactions. Our solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, portal, social media and Web self-service with a robust and mature Web services platform, comprehensive analytics, and an intelligent CRM solution. Talisma serves a variety of industries through its vertical solutions, including financial services, travel and leisure, government, retail, business process outsourcing (BPO), and manufacturing.

Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level CEM transformation initiatives. For more information, visit www.talisma.com/cem



Talisma Corporation Pvt. Ltd.

Third Floor, Olympia/Building-01, Bagmane Tech Park, C V Raman Nagar, Byrasandra, Bangalore - 560 093, India.

Tel: +91 80 4339 8400, Email: praveenc@talisma.com

United Kingdom

Third Floor, 5 Lloyds Avenue, London, England, EC3N 3AE, United Kingdom

Tel: +44 (0) 0207 977 1272, Email: uksales@talisma.com