Overview

Since the global financial crisis, the banking landscape has changed considerably. Where once there was abundant growth for almost all, banks must now offer excellent service to stay competitive, as greater access to information is placing consumers firmly in the driver’s seat. Around the world, digital developments beyond the banking industry are seeing customer attitudes and behaviors evolve more rapidly and dramatically than ever before. This in turn is shaping consumer expectations of banking services and placing a greater importance on the way banks interact with their customers.

Banks need to prepare themselves for the continued, rapid evolution of an increasingly interconnected, mobility-focused world, but not at the expense of traditional contact through, for example, the branch network or face-to-face meetings. While it is up to consumers to determine which channels they use, the challenge for the modern bank is to guarantee quality, consistency and convenience of service across all points of contact. That means harnessing the power of technology to optimize every customer interaction, whether online, over the phone or face to face and creating systems that work for customers, staff and their organizations as a whole.

SunGard can help

SunGard’s Ambit Concierge enables banks to improve customer service levels, enhance operational efficiency and increase revenue-generating opportunities. By giving bank staff greater mobility, it allows them to proactively engage and serve customers around the branch and beyond, providing truly convenient banking.

Ambit Concierge helps banks become more competitive, productive and profitable, by:

1. **Enhancing the customer experience** - increase staff mobility by removing physical barriers to communication while ensuring operational consistency to enable a more efficient, consistent and personal level of service.

2. **Generating sales and growth** - optimize physical interactions with customers by empowering staff to make appropriate product recommendations and allowing them to strengthen relationships with their customers.
ENHANCING THE CUSTOMER EXPERIENCE

In the past, banks have relied heavily on large, convenient branch networks to serve their customers and maximize sales opportunities. But with greater access to technology and ATMs, branch locations no longer play such a dominant role in a customer’s choice of bank. While branches remain important, they are now rivaled by not only strong ATM networks but also the ease with which online and mobile banking services can be accessed from home, at work or on the move. And as electronic channels increase in usage, it is vital that banks make more of potential contact time with customers, when and where it is convenient for the customer.

In this new, increasingly mobile, multi-channel context, banks not only need to combine the convenience and accessibility of virtual channels with the one-to-one support and personalized experience that branches have traditionally provided, but also ensure that the level of service across these channels are consistent.

SunGard can help

Within and beyond the branch network, Ambit Concierge allows bank staff and relationship teams to interact with customers in a personal manner through tablet devices, using them to conduct non-cash transactions, review customers’ accounts, answer portfolio-related enquiries and provide a range of services, including customer on-boarding, account opening, form filling and appointment making.

Powerful, user-friendly tablet technology provides bank staff with the mobility and functionality to take both face-to-face support and secure access to banking systems beyond the branch counter and offer a broad range of services as part of a consistent, integrated cross-channel experience.

Ambit Concierge is a completely secure, multi-mode solution, enabling bank staff to switch modes according to who is using it. In “staff” mode, tablets can be used to service a range of financial and non-financial service requests as well as advise the customer on new products, follow up on outstanding requests and book appointments. “Customer” mode turns devices into secure self-service tablets, allowing customers to complete a range of transactions, service requests and browse information on products and services. And finally, in “collateral” mode, a tablet will act as a general public product and information catalog similar to the bank’s website.

Ambit Concierge makes excellent use of new tablet technology and device capabilities. For example, the solution’s touch screens are able to capture signatures, while a tablet’s built-in camera can be used to capture supporting documentation and checks, or scan barcodes. Proximity technologies such as Near Field Communication (NFC) and Radio Frequency Identification (RFID) can also be leveraged, identifying customers when in the Bank’s premises. This can help provide a seamless customer experience, minimizing the need for multiple touch points during the customer engagement process.

As part of SunGard’s Ambit Customer Management suite of solutions, Ambit Concierge’s process-driven architecture helps banks achieve operational consistency and attain high service standards. At the same time, integrated business activity monitoring dashboards provide oversight across operational processes, helping identify problem areas or opportunities to improve service standards.
GENERATING SALES AND GROWTH

With the average business losing 10 to 30% of its customers each year\(^1\) and the average cost of acquiring new customers estimated to be about five times higher than retaining existing ones\(^2\), banks need the right tools to generate not only sales but retain as many customers as possible. However, consumer behavior is becoming more complex and unpredictable, making it vital to develop a clear understanding of their different needs as they enter the various stages in life. Each life journey will comprise a series of "defining moments" that will trigger changes in behavior and potentially banking requirements, giving the banks an opportunity to respond with timely solutions.

To seize these opportunities and introduce a stronger sales culture, banks need to build proactive sales tools directly into their operational processes. Even the simple act of registering a new address should prompt a timely needs analysis and potential sales interaction. Such an approach will help a bank manage and instantly react to its customers' defining moments and changing needs across all channels, while supporting tools enable the careful monitoring and management of sales campaigns.

Capitalizing on the time staff have with customers, especially when that contact is initiated by the customer and understanding their current and potential needs is therefore critical to improving the customer experience and generating revenue opportunities. Not only do staff need access to a complete, multi-dimensional picture of their customer relationships and individual preferences, schedules and behavior, they also require the tools, built into and driven by operational processes that will help them address opportunities as they occur. Above all, in an age of increased mobility, access to these tools should be available whenever and wherever they have contact with customers.

SunGard can help

As part of SunGard’s Ambit Customer Management suite of solutions, Ambit Concierge gives bank staff the ability to generate leads and follow up sales opportunities whether they are in the branch hall, on the move or at a customer’s office. With access to a complete multi-dimensional, 360-degree view of their customer relationships, as well as individual customer requirements, preferences, schedules and behavior, the solution will prompt staff to recommend appropriate products to the customer, answer any questions and appear knowledgeable.

This will empower staff with complete confidence in assisting customers wherever they are and give customers the assurance that they are dealing with knowledgeable and credible staff. Ambit Concierge will also prompt bank staff to verify and amend personal information while serving customers, ensuring that any amendments are replicated in a straight-through process across the bank’s multiple channels.

Using its robust business process management capability, Ambit Concierge guides staff and customers through the sales process. Leads and opportunities determined during customer interactions can be captured and systematically processed to maximize wallet share.

To help develop a stronger sales culture within the bank, staff are prompted to perform daily “morning drills” within Ambit Concierge to improve their product knowledge and ensure they stay up to date with the latest offerings and relevant promotions. To further improve education, a ‘favorites’ area provides shortcuts to product catalogue information and data-sheets.

Additionally, Ambit Concierge can provide alerts to staff, prompting them to highlight relevant campaigns and progress sales opportunities. This also reduces the need for staff training as Ambit Concierge is able to provide product knowledge and recommendations on demand, via a user-friendly interface. Through Ambit Concierge, staff and their managers can also access performance reports to track revenue and sales generation and measure their progress against objectives.

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\(^1\) 10 Lessons by Konosuke Matsushita
\(^2\) Gartner Research, 2006
About Ambit Concierge

SunGard’s Ambit Concierge is a tablet-based application that enables banks to move customer service from behind branch counters into a more convenient setting. With greater mobility, bank staff are able to create a more intimate interaction with their valued customers. This in turn will help increase sales opportunities and improve customer service and relationships.

About Ambit Customer Management

SunGard’s Ambit Customer Management suite provides banks with the tools necessary to implement a balanced approach to enhancing the customer experience and optimizing their interactions for higher risk-adjusted profitability.

About Ambit Retail Banking

SunGard’s solutions for retail banking cover core banking, multi-channel customer management, including tablet, mobile and online banking and card management. Regional and local banks around the world use these solutions to help drive their customer service, retention and core operational strategies by helping improve customer relationship visibility and increased front to back office efficiencies.

About SunGard

SunGard is one of the world’s leading software and technology services companies. SunGard serves approximately 25,000 customers in more than 70 countries and has approximately 17,000 employees. SunGard provides software and processing solutions for financial services, education and the public sector. SunGard also provides disaster recovery services, managed IT services, information availability consulting services and business continuity management software. With annual revenue of over $4.0 billion, SunGard is the largest privately held software and services company. For more information, please visit www.sungard.com.