

The Role of Customer Relationship Management (CRM) Solutions for Financial Services Organizations

Financial Services Firms | Broker-Dealers | Registered Investment Advisors | Financial Planners

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Think you're getting all you can from CRM?

Think again

- Do your financial advisors have direct access to all available investment options, and the reporting capabilities they need to earn your customers' trust – and their business?
- Do they have cross-selling capabilities to maximize the potential value of existing customer relationships?
- Do you have solutions in place that map to your unique business processes, as well as help increase product sales and ensure compliance?
- Is your organization taking full advantage of the combined strengths of policy data information, detailed reporting, and customer relationship management (CRM)?

The opportunity

In the converging worlds of finance and insurance, the pressure is on.

The financial services industry has experienced more sweeping change in the past few years than it has seen in its entire history. Technology has changed how business is transacted. And regulatory changes have completely altered the competitive landscape. Insurance, banking, and brokerage businesses are competing in each other's markets. As a result, financial services companies must find new ways to differentiate their offerings, new ways to deliver value to each of their customers, and new ways to grow revenues and expand margins.

Added to these pressures are changing compliance requirements – including account maintenance and compliance reports. As a result, the sheer complexity of the business can tend to pull the focus away from the one place that requires immediate attention: the customer.

No matter what the size, nearly every financial services company faces the challenge of meeting strict regulatory requirements, staying up to speed on the latest investment options, and still finding time to build valuable, profitable customer relationships. But it can be done, largely because the basic components required to succeed are already within reach of the advisor. While it may be lying dormant, customer information is at your fingertips. If leveraged to its maximum potential, this information can be used to build the types of customer relationships that can serve as a foundation for a more effective and profitable relationship as each customer's **trusted advisor**.

*Companies like **GE Financial** are making the most of today's business challenges, turning them into opportunities to demonstrate industry leadership. The company received awards for excellence in three separate categories – Business Integration, Early Adopter, and Certification for Life & Annuity providers – at the 2003 ACORD Annual Conference. GE Financial's Independent Brokerage Group broke new ground in the insurance technology industry when it delivered pending case downloads in the ACORD XML format using E-Z Data's DataXchange platform.*

The advantage of the Trusted Advisor

Because your customers face a seemingly unlimited number of financial options from an endless supply of financial services providers, they seek a business relationship that can lead them to the best financial decisions across the full spectrum of choices – from mutual funds to annuities to life insurance.

But earning this title is no simple accomplishment. To do so, an organization must have the knowledge, business practices and applications in place to help understand their customers' needs, identify the best possible investment options, and

execute those decisions quickly and effectively. Broker-dealers, investment advisors, and financial planners need a wide variety of information at their fingertips. They need a solution that can help analyze that information to arrive at the most optimal conclusions, and one that can scale to meet the needs of a fast-growing organization and a constantly expanding customer base.

Today's financial services customers are uncertain how to invest their assets. Becoming each customer's trusted advisor – and putting the solutions in place to succeed in that role – makes it possible to take full advantage of new revenue opportunities in the face of sweeping change.

Think a generic CRM solution can meet your needs?

Think again.

Industry experience drives superior solutions

E-Z Data offers an innovative, industry-specific approach to leveraging your valuable customer assets. From customer database segmentation, to delivery of educational seminars and marketing campaigns, to management of the back office brokerage and pending case processing, to the tools needed by financial advisors to deliver personalized investment guidance, our integrated solutions help today's evolving financial services organization deliver more comprehensive service to existing customers while helping to drive new business and a greater share of wallet.

Our solutions are uniquely designed to help financial services organizations to:

- Expand revenue opportunities by uncovering untapped opportunities in their existing portfolio of clients
- Tailor individual customer interactions on a multi-channel basis to enhance customer loyalty, satisfaction, and retention
- Use proven cross-selling techniques to help generate new business
- Improve the productivity of every member of their organization

E-Z Data is the only CRM solutions provider focused exclusively on the specialized needs of your industry. By marrying the valuable capabilities of CRM with critical policy data, our solutions provide unique functionality that meets the customer-focused requirements of your business. E-Z Data offers unmatched industry expertise, pre-integration with the industry's most valued back office systems, and a CRM solution that meets the needs of your entire organization – from the robust

back-office systems required by broker-dealers to the interactive selling and marketing tools needed by individual advisors. The result is a powerful CRM solution that transforms data into insight.

Real Visibility to Support Your Business

E-Z Data's industry experience and pre-configured integration with leading third-party applications can help you achieve real-time, aggregate analysis of compliance, risk management, customer relationship management, policy administration, and other systems to maximize return-on-investment and reduce costs. Using E-Z Data's extensive database, users can evaluate multiple data sources to make quick, intelligent decisions to meet ever-changing compliance regulations, particularly important in the face of the USA PATRIOT Act, Basel II, the Gramm-Leach Bliley Act, and other regulatory challenges.

Think CRM is just for advisors?

Think again.

While customer relationship management is often perceived as a methodology designed to drive performance benefits strictly for customer-facing personnel, the fact is that a rich CRM solution has the power to drive significant benefits for the entire organization. An integrated, centralized CRM solution can provide financial services companies with the information they need to effectively administer the business and ensure compliance, enable collaboration among personnel and external affiliates, allows customer information to be leveraged across the organization to strengthen strategic sales and marketing efforts, and, ultimately, delivers organizational efficiencies that directly impact the bottom line.

Home Office Solutions

Provide global visibility into customer-focused activities, as well as the mechanism needed to drive collaboration among the key players in sales, marketing, and customer service. Home Office solutions help organizations:

- Identify and track sales opportunities, sales activities, and advisor production
- Analyze customer buying behavior to optimize sales and marketing efforts
- Ensure compliance with detailed tracking of activities and customer transactions, including transaction-based reports, variable policies, and sub-accounts
- Develop and automate referral and lead-sharing programs
- Effectively manage and realign sales territories and customers
- Easily track commissions from multiple investment firms and insurance carriers
- Integrate with third-party data sources for customer investment and portfolio information

- Implement automated workflows between the various corporate roles
- Standardize best-practice methodologies throughout the organization
- Automate, standardize, and streamline the advisor recruiting process
- Maintain data and system security to ensure information assets remain safe

Broker-Dealer Solutions

Deliver the process automation needed to help strengthen sales, marketing, and business administration, as well as attract and retain top performers. Capabilities include:

- Detailed reporting for analysis of sales trends and advisor production, communication of sales results, and commission tracking and splits
- Referral and lead distribution
- Commission tracking from multiple carriers
- Compliance tracking, including appointments, licensing and contracting, continuing education, and errors and omissions
- Complete tracking of policy and investment data, including Variable and Fixed Annuities, Riders, 1035 Exchange information, and life, disability, and long-term care policies
- Recruitment tracking to manage the recruiting process and manage goals via pipeline reports
- Creation of position-specific recruiting processes
- Tracking and recording of all pre-contracting and licensing preparation information

- Correspondence tracking, including letters, daily notes, phone calls, and calendar activities
- Pending case management to speed processing of new business from application to inforce status
- Processing of multi-carrier new business
- Secure, bi-directional, Internet-based connectivity for data transfer of pending case information between carriers, distributors, and information providers
- Automated carrier updates for products and all required data, such as forms, underwriting requirements, guidelines, and risk classes
- Workflow management to help automate marketing, sales, and customer servicing processes, speed throughput, and automatically quantify results
- Process automation to support standardization of best practices and support of predetermined plans of action

Financial Planner and Investment Advisor Solutions

Help individuals manage their book of business and effectively implement a needs-based sales approach to serve as each client's trusted advisor. These solutions provide:

- Support for investment plans, financial plans, and estate planning
- Workflow management for financial planning, as well as contact management, calendar management, and sales activity tracking
- Visibility into total holdings by household or contact
- Customer portfolio performance reporting, including position-based consolidated statements, balance sheets, and account-based reports
- Access to total portfolio value on any given date, regardless of where holdings reside
- Automated seminar selling tools

- Financial and needs analysis capabilities
- Desktop marketing tools and pre-defined prospecting scripts and letters
- Referral/lead notification and acceptance
- Product illustration tools
- Pending case and new business tracking

Customer Solutions

Help improve customer satisfaction, reduce costs, and strengthen customer control. These solutions provide customers with:

- Visibility into investment and policy details – including total value – via the Internet
- Self-service investment and policy tracking
- Online access to all accounts, regardless of the originating institution
- Easy and informed advisor collaboration

Call Center Solutions

Help synchronize customer service and sales opportunities by allowing phone reps to more effectively manage customer relationships using scripts, processes, and supervisory tools that require a minimal amount of training. Call Center Solutions support:

- Outbound telemarketing and telesales campaigns
- Inbound call management
- Computer Telephony Integration (CTI)
- Contact center channels
- Administration and supervision
- Lead tracking and distribution
- Automated workflow and call scripting
- Sales activity tracking

Mobile Solutions

Enable wholesalers to remain productive – even when on the road. By providing a full menu of downloadable information, the solutions allow users to add and modify records when disconnected, and then synchronize those changes back to the enterprise database. E-Z Data's mobile solutions include support for:

- Disconnected laptops
- Palm OS® PDA devices
- Windows Powered Pocket PC devices

Industry-focused CRM solutions can deliver substantial value

E-Z Data provides the solutions you need to transform your business and become your customers' trusted advisor. Our solutions for financial institutions deliver:

➤ **Quick, definitive return on investment**

Our solutions are eagerly adopted and accelerate investment payback. Our customers experience successful system implementations, high user acceptance, and strong return on investment. We are proven in practice with companies just like yours.

➤ **Pre-configured integration with industry-leading back office systems**

Our solutions for financial services companies provide robust, out-of-the-box functionality for key marketing, sales, and customer service processes. Pre-integration with numerous third-party data and solution providers further leverages the value of the solution.

➤ **Lower total cost of ownership**

A wise investment choice, our solutions leverage strategic technology investments and nearly two decades of industry experience. Our out-of-the-box industry functionality and strategic offshore research and development centers allow us to deliver greater value at a lower overall cost.

E-Z Data, Inc., established in 1986, is the leading provider of front-office systems for insurance companies, broker-dealers, general agents, agents and investment advisors. Its web-based Enterprise CRM Platform™ (ECP™) provides a comprehensive solution to synchronize the efforts of all the key players in sales, marketing, and customer service.

The company serves more than 40 of the largest U.S. and international insurance and financial services companies, including American Express Financial Advisors, AXA Australia, ING, MetLife, New York Life, Prudential, and Wachovia Bank. E-Z Data's domain expertise, coupled with mature, industry-specific business solutions, results in consistently successful customer implementations. .

Its Web-based Enterprise CRM Platform™ (ECP™) provides a comprehensive front office system to synchronize all key players in sales, marketing, and customer service. E-Z Data's domain expertise, coupled with mature, industry-specific business components, results in consistently successful customer implementations that are proven in practice. E-Z Data is headquartered in Pasadena, California. www.ez-data.com.



*Proven in Practice*SM

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