

OPTIMIZING MARKETING CAPABILITIES

CAPCO SOLUTIONS – BRINGING VALUE TO THE INDUSTRY



CAPCO

Banks have access to more customer information than ever before; optimizing marketing capabilities enables banks to reach their customers more effectively.

WHAT FORCES ARE SHAPING THE FINANCIAL SERVICES INDUSTRY?

Financial institutions are experiencing increasing demand from customers to seamlessly and effortlessly meet their needs, **requiring a move from a product-centric strategy to a customer-centric strategy.**

In addition, banks also face a rapidly evolving regulatory environment that requires agility and adaptability and must respond to increasing demand for enhanced capabilities around authentication and secure transactions.

Legacy core banking applications often hinder operational efficiency, requiring manual processes that affect banks' ability to compete in speed-to-market with their nontraditional competitors.

At their crux, financial institutions must cut costs while attempting to continuously grow and increase market share.

HOW HAS THE INDUSTRY RESPONDED?

Financial institutions are seeking solutions that enhance their limited core legacy application back-end capabilities and enhance the customer experience.

Financial institutions desire digital utility solutions that will enable faster, more sophisticated use of information to sell and market to their customers.

FINANCIAL INSTITUTIONS ARE INVESTING IN ENHANCING THEIR MARKETING CAPABILITIES IN ORDER TO ACCOMPLISH THE FOLLOWING:

- Automate marketing functions where applicable in order to achieve highest levels of operational efficiency
- Improve ability to incorporate internal and external customer data sets for purposes of identifying and improving customer segmentation
- Improve differentiated sales and service capabilities by utilizing cross-channel customer information
- Reduce customer acquisition costs, using data to give targeted offers in the appropriate channels and drive customer engagement

ARE YOUR CURRENT SET OF MARKETING CAPABILITIES IN NEED OF A TRANSFORMATION?

SITUATION

- The client sought to enhance marketing capabilities and underlying technologies within its consumer and business bank in order to more effectively reach customers.
- The client needed assistance with analyzing individual components of the database marketing program and establishing a multiyear road map to transformation.

APPROACH

- Interview key stakeholders in order to validate the marketing strategy.
- Refine marketing capabilities by documenting related processes and identifying tools used.
- Work with groups throughout the bank to assess prioritized components of the target state functional operating model for marketing.
- Identify and validate all in-flight marketing initiatives. Sort initiatives based on strategic alignment and sequencing as a part of the overall database marketing effort.
- Develop reusable transformational plan as the bank prepares for individual funding requests of subprojects

RESULTS

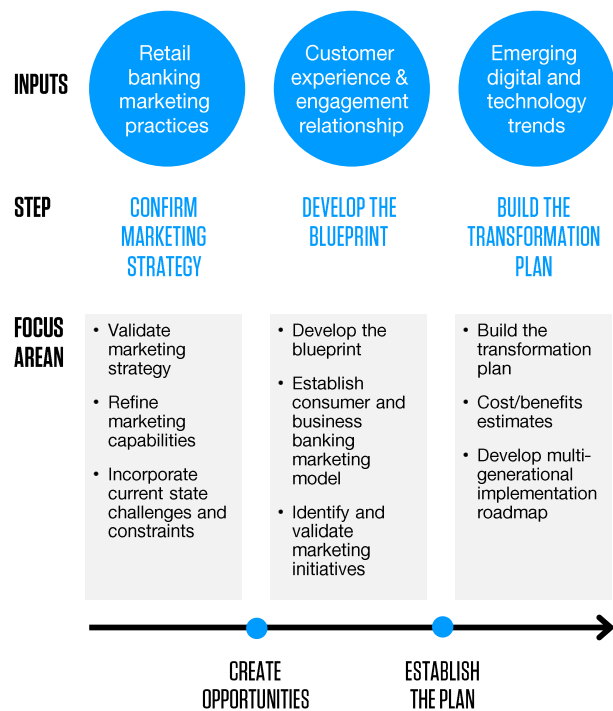
- Increased awareness of the database marketing initiative across multiple groups and lines of business throughout the bank
- Created a logical, organized road map of prioritized projects within the scope of database marketing (including signoff from all related stakeholders)
- Successfully established a road map for the planning phase of all subprojects rolling up to database marketing overarching effort, including delivery timelines associated with all required deliverables for the individual funding requests
- Successfully delivered all requirements written in the statement of work (SOW).

CAPCO'S APPROACH

Capco facilitates the development of one or all of the activities listed below to promote a successful marketing transformation – an approach that supports transformations that are operationally focused or technology- and data-driven.

THREE-PHASED APPROACH

- Confirmation of the marketing strategy
- Development of the marketing blueprint
- Creation of the transformation plan



WHY CAPCO?

Capco is a global leader in the financial services industry, providing financial institutions with the expertise and familiarity with industry leading business strategies, capabilities and solutions

Capco has a unique combination of individuals that are industry professionals with extensive knowledge and experience within the financial services industry. Their domain knowledge, paired with large scale paperless transformation experience, helps drive and execute change across financial institutions.

Capco has a proven track record of implementing change through data-driven marketing optimization, utilizing proprietary methodology and frameworks to help accelerate project delivery and benefits realization.



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MORE INFO

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ABOUT CAPCO

Capco, an FIS™ company, is a global business and technology consultancy dedicated solely to the financial services industry. Capco delivers innovative solutions in Banking & Payments, Capital Markets, and Wealth & Asset Management. These are designed to withstand the accelerating pace of the market, continual regulatory change and increasing consumer demand.

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