

# GLOBAL BANKING CASE STUDY

## HELPING A TOP GLOBAL BANK TAME MULTI CHANNEL MESSAGING

### THE CLIENT

In order to engage a global customer base, and lead the industry in customer service and retention through digital channels, a Fortune 100 leader in the financial services industry sought a feature-rich, robust, messaging solution for in-house deployment. For over 10 years, CONNECT has provided the Bank (brand name concealed under NDA) a secure messaging solution that's scaled to deliver over 889 million marketing and transactional messages annually across the globe - driving customer loyalty, engagement, and repeat business.

### THE CHALLENGE

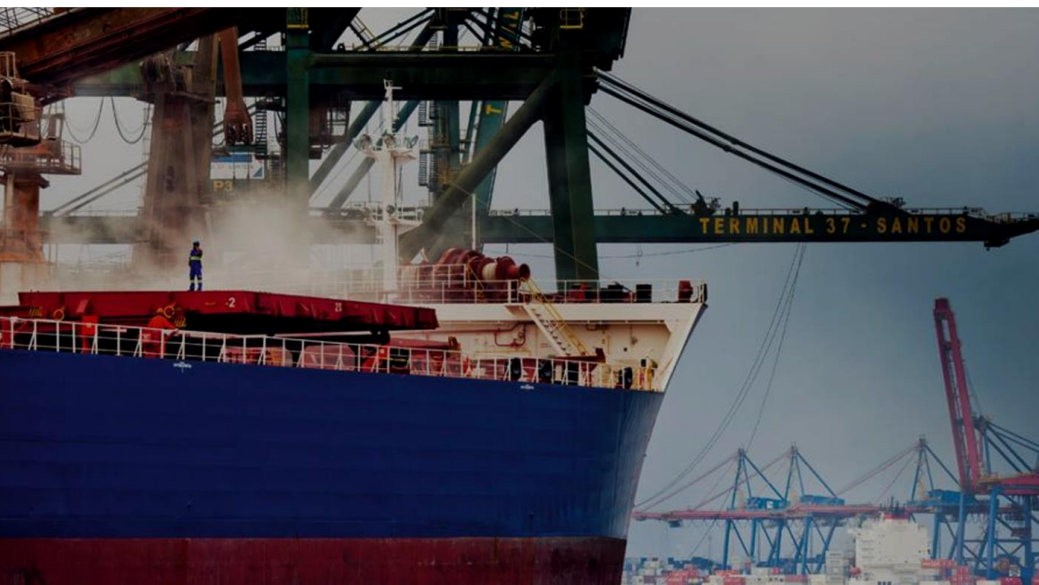
Prior to 2001, the Bank used a variety of in-house and vendor products that had been implemented across the Bank's global business units. These systems handled only 25 million messages a year.

With no standardized messaging platform, the Bank was faced with a **disconnected and inconsistent messaging environment** that was both time- and resource-consuming. Each unique product required its own dedicated support staff as well as interfaces; thus, system maintenance was highly complex. Troubleshooting and upgrades required a large time investment.

Internal product managers faced challenges when trying to communicate the potential benefits of each messaging tool to the Bank business units, this reduced campaign effectiveness overall.

Initially, the Bank sought a messaging solution specifically for its credit card business service line in North America, which would alert existing credit card customers about new product offerings. The internal team responsible for product management realized however, that there was a significant opportunity to expand CONNECT's use beyond this initial purpose.





*From a technical perspective, CONNECT is best-in-class as compared to most of the competitors. I have yet to see single solution that does multichannel the way CONNECT does.*

Senior Consultant, Global Software Delivery (NDA)



## THE SOLUTION

Scaling for a 25-fold increase in message volume in less than 10 years, CONNECT powers the Bank's expansion into channels beyond its initial business objective. This has increased messaging performance across all business units, including mortgage, retail, auto finance, insurance payment, and cash management. In Asia for example, 52 of the Bank's businesses sent over 300 million messages last year. North American business units deployed over 589 million messages.

These deployments have not only generated significant returns, but have also reduced costs, resulting in considerable time- and resource-savings for the Bank. CONNECT has helped the Bank implement coordinated messaging campaigns for a variety of business goals.

- Complete lifecycle messaging
- Automation of triggered-notification alerts
- Switch customers to paperless statements.

## THE RETURN ON INVESTMENT

In under 12 months, the Bank achieved an ROI and has scaled CONNECT to generate millions of dollars to date

### RESULTS ACHIEVED USING CONNECT

1) Credit Card business unit was able to book more than 16,000 balance transfers totaling **\$36 million in receivables**.

2) Consumer Lending unit was able to cross-sell more than 3,000 loans totaling **\$61 million in receivables**.

3) The same unit has also used CONNECT for a series of eight integrated campaigns, in which 3800 loans totaling **\$85 million in receivables** were sold.

4) The Auto Loans launched a comparably successful campaign which yielded 925 auto loans totaling **\$17 million in receivables**.

# SUMMARY OF BENEFITS



*With only 2 dedicated team members, we were able to get CONNECT up and running round the world. I've worked with plenty of software companies, and working with Brick Street is absolutely not the same. The quality of personalized service we have received is unparalleled.*

Senior Consultant, Global Software Delivery (NDA)



## COMMUNICATION

CONNECT enables the Bank to seamlessly integrate messages across multiple channels, including email, SMS, secure message, and most recently, through push notifications to iPhone and Android. Messages are automatically targeted to users based on their personal preferences, and campaigns are tracked across multiple channels. This enables the Bank to create a unified user experience, improving communications that drive customer loyalty.



## INTEGRATION

CONNECT “plays well” in larger IT ecosystems, and the system has been easy for the Bank to integrate with platforms and applications, including operating systems, CRM software, and digital marketing software. Integration options include via Web Services APIs, Message Queues, Database Table Linking and bulk data loads, which simplify integration with existing systems. While CONNECT includes reporting tools, integration with other business intelligence reporting systems can be set up easily.



## SECURITY & CONTROL

The Bank places a premium on data security; thus, in order to protect sensitive customer data, an on-premise solution was a key requirement. With CONNECT’s secure on-premise solution, the Bank has retained **complete control over sensitive customer data** and has maintained the integrity and reputation of its email messaging servers.



## FULLY CONFIGURABLE

CONNECT features extensive configurability and a full suite of technical features. The Bank leverages CONNECT’s features including managing gateways, throttling, pooling, and database threads to create sophisticated campaigns specially tailored for each business use case.