

CASE STUDY

ASSET MANAGEMENT COMPANY

FUJITSU HELPS LEADING FINANCIAL SERVICES COMPANY CONFIGURE AND DEPLOY SALESFORCE.COM SAAS SOLUTION TO DRIVE SALES EFFECTIVENESS AND IMPROVE THE CUSTOMER EXPERIENCE.



THE CUSTOMER

- Leading Asset Management company
- Comprises a diverse range of businesses, including funds management, structured finance and a number of strategic investments, from property to travel and tourism sectors
- Serves 50,000 client shareholders and investors

THE CHALLENGE

- Existing Customer Relationship Management system no longer meeting needs of business
- Unable to fully utilise and exploit its current client base
- Difficult to obtain effective and timely reports to support decision-making

THE SOLUTION

- Replaced the current system with a Fujitsu configured Salesforce.com SaaS solution
- Fujitsu tailored Salesforce.com to support the unique needs of the Fund Management division and the Loan Business
- Managed a phased delivery approach to provide measurable business benefits as quickly as possible

BUSINESS BENEFITS

- **IMPROVED SALES EFFECTIVENESS** - enabled delivery of improved customer experience driving new business wins
- **GREATER INSIGHT** - provided a single view of an investor's relationship with the client to determine the level of service that should be offered
- **MORE EFFECTIVE FUND MANAGEMENT** - by delivering a greater understanding of the flows of funds to be invested and redeemed
- **INCREASED YIELD ON EACH LOAN** - simplified and automated the processing of loans and other similar fund activities
- **IMPROVED BUSINESS PERFORMANCE** - provided more sophisticated reporting enabling the business to react more quickly and effectively based on a better understanding of the situation

CHALLENGE

As an organisation providing access to high grade quality investments across a range of asset sectors, our client has an increasing reliance on its Client Relationship Management System.

The initial phase of the CRM programme was focused on Retail Sales and Distribution (RS&D). This division is responsible for all direct retail investors in the client's funds. Its mission is to increase assets under management through innovation, pro-active marketing, sales excellence and high quality client service.

The company's growth had pushed it past the level where its current systems were able to support the day-to-day business. Additionally, these systems lacked the flexibility to cope with changing business processes. Our client outsourced its funds registrar function to external providers. As the register it maintains is the legal record of all transactions relating to the fund - then this information has primacy over information collected by the client's sales and marketing personnel.

The client used a combination of automated and manual processes to support both sales consultants and their management. The existing automated solutions provided an integrated workflow-based financial product management and servicing system, including loans, funds management and deposits that offer end-to-end processing. This was built around a core Customer Relationship Management (CRM) system that provided a central repository for all of the business contact information.

It was identified that the existing system could no longer meet the needs of the business – and in fact prevented it from performing efficiently and effectively. This was confirmed through discussions with key stakeholders from within the business and through requirements surveys. The impacts identified by the business include the inability to fully utilise and exploit its current client base, the inability to obtain effective and timely reports to support the business going forward and a lack of required functionality to effectively perform daily tasks and activities.

Our client decided to address this situation by replacing the current system with a Fujitsu configured Salesforce.com SaaS solution.

SOLUTION

Salesforce.com was used to provide a range of tools that enabled the client to become more efficient at maintaining existing investment information and winning more investment from existing investors and new business - for both the retail and the advisor channels. The system also supports the unique needs of the Fund Management division and the Loan Business. The aim was to completely replace the current in-house system whilst at the same time improving all the business processes to meet the strategic imperatives of the client. In addition, a whole new "Registrar Processing Subsystem" was required to automate the importing of the register position on a daily or monthly basis.

A rapid development of three separate phases was chosen for this solution to deliver measurable business benefit as quickly as possible:

- Phase 1 Retail Sales
- Phase 2 Fund Management
- Phase 3 Loans

The delivery approach was to develop a prototype in sandbox in close co-operation with the appropriate user community. Once agreed this was then implemented into the live environment.

Fujitsu managed the delivery of the Salesforce.com component within the wider change programme managed by client. The Salesforce.com team consisted of client staff and Fujitsu staff. The client's team was fully integrated into the team to ensure that they could manage the future support of the solution once all the three phases had been completed.

The project delivered a tightly integrated, highly tailored Salesforce.com solution which excited both the users and the management, as they realised the potential they would have to exceed their various objectives and targets using the new system.

BUSINESS BENEFITS

The solution has delivered a number of key business benefits:

- A major leap forward in the sales effectiveness of the business through improved support for the Retail Sales and Distribution teams, enabled them to create an improved customer experience and hence win business due to this "industry leading" experience
- A single view of the value of an investor's total relationship with various client entities was used to decide upon the level of service that should be provided to that investor
- The programme has allowed the Fund Management part of the business to more effectively manage the performance of funds by gaining improved understanding of the flows of funds to be invested and redeemed
- It's also enabled improved support for third parties and platform providers, to support the growth of these channels, to enable the target of 80% of investment funds to come through these channels
- The processing of loans and other similar fund activities that require approval and management over their life time has been simplified and automated. This has improved the returns of the loan business, whilst improving the customer experience to drive an increase in the potential loan ecosystem and hence increase the yield on each loan
- The use of new sophisticated reports and dashboards improved business performance by both improving the ability of individuals to execute and of management to understand the business situation and react more quickly. The new system enabled the production of new reports in hours rather than the days it used to take

FOR MORE INFORMATION

Contact your SaaS consultant or visit:

<http://uk.fujitsu.com/saas>