

CASE STUDY

LEADING INVESTMENT BANK (EQUITIES)

FUJITSU EXTENDS BUSINESS BENEFITS OF SALESFORCE.COM SAAS IMPLEMENTATION – ENABLING BETTER MANAGEMENT OF CLIENT REQUESTS



THE CUSTOMER

- Securities and Investment Banking business
- Meets diverse needs of its customers, including domestic and overseas institutional investors, corporations, financial institutions and public entities
- Core business: fixed income, equity, M&A advisory and structured finance
- Operates subsidiaries in the world's major financial centres: UK, US, Hong Kong and Switzerland

THE CHALLENGE

- Needed to increase its placing in broker ranking to increase fee income per key account
- Current Salesforce.com implementation was struggling to support client servicing needs
- No way to monitor client requests, how effectively they'd been addressed and how long it had taken

THE SOLUTION

- Fujitsu helped to deliver a number of new elements to enhance the existing Salesforce.com SaaS solution
- A client request tracking solution was built in Salesforce.com to manage workflow and pipeline of client servicing requests
- Delivered Ticklist functionality using the Salesforce.com console object for client management

BUSINESS BENEFITS

- **IMPROVED CLIENT RELATIONSHIPS** - offered better client request tracking and enabled management against SLAs
- **SAVED TIME AND MONEY** - removing the need for additional manual processes to support coverage activities
- **IMPROVED MANAGEMENT REPORTING** - to enable better analysis of where activity is being spent and enabling sales coverage to be finely tuned

CHALLENGE

The Equities division of a leading investment bank had licensed Salesforce.com to help drive sales. Following a successful implementation of basic contact management, the company needed to evolve the existing Salesforce.com configuration to support the needs of the business. Management also wanted to deliver value to everyday users of the system and not just to management. Fujitsu was retained to initially help in the identification of key areas where Salesforce.com could add value. Following client agreement, Fujitsu then went on to identify some priority areas for the evolution of the solution and implement those chosen priorities in Salesforce.com.

The client's business imperative was to increase its placing in broker rankings with a view to increasing fee income per key account. Client servicing and relationship management were seen as key elements in this strategy. Working with the client, Fujitsu identified a number of areas where the current Salesforce.com implementation needed attention:

- Sales and research analyst client contact
- Client servicing request tracking and reporting

The existing process of managing client calls, prioritising calls, recording activity, supporting absent colleagues (e.g. holiday, illness), and reporting activity to management was partially achievable with the existing Salesforce.com implementation if supplemented with manually intensive activity. However, these manually-intensive processes did not ensure appropriate client coverage and did not therefore support the strategy of increasing broker rankings.

Clients often phoned in for analyst research commentary or with general requests for client servicing. In each case, there was no way for management to monitor these requests: whether they had successfully addressed the client request; how long it had taken to address the request; where there was any blockage in addressing the client request. Delivering timely and accurate information to clients was key in improving client relationships and driving up revenue per client.

SOLUTION

Fujitsu delivered a number of new elements to the Salesforce.com SaaS implementation. Firstly, a client request tracking solution was designed and built in Salesforce.com, to enable senior management to manage the workflow and pipeline of client servicing requests.

Making innovative use of the standard CASE object, this was enhanced using APEX and triggers to provide capabilities to manage requests and high priority issues. These could then be captured, assigned, delegated and escalated automatically using pre-defined business rules within Service Level Agreement thresholds.

Secondly, making use of Fujitsu's coverage solution, we delivered Ticklist functionality, utilising the Salesforce.com Console object that enabled:

- Management of client call lists by equities user
- Implementation of a client coverage model
- User selectable prioritisation of calls
- On-holiday reallocation of call lists to backup equities client account people
- Easy viewing of prior client conversations, with minimal clicks
- Application of mass actions (email, activity) against many client contacts with minimal clicks
- Maintained UI focus on call lists, whilst enabling information search
- Reporting to facilitate management by exception
- Scrolling back and forward one week to see contact activities made or due
- Capture and time-stamping important details received from client
- Ability to record and overwrite transient contact details that are not to be archived
- Easy access of current client preferences before a call is placed
- Automatic reassignment of call workloads according to availability of internal resources

Using the Fujitsu delivery approach we rapidly developed a prototype in sandbox in close co-operation with the appropriate user community. Once agreed this was then implemented into the live environment. The project delivered a tightly integrated, highly tailored Salesforce.com solution which excited both the users and management as they realised the potential they would have to exceed their various objectives and targets using the new system.

BUSINESS BENEFITS

The solutions Fujitsu delivered addressed key challenges of both daily Salesforce.com users and equities management. The additional capabilities delivered, enabled equity sales and research analyst teams to more easily focus on serving their clients, whilst enabling management reporting of client activity. Specific benefits included:

- Improved client request tracking, enabling the client to manage against service SLA achievement, to increase responsiveness and to improve their client relationships
- Made it easier for equity sales and research users to manage client contact interaction, whilst enabling more MI around coverage achievement
- Implementation of client coverage model – enabled focus on key clients and contacts, ensuring better client service (even when key people are on holiday)
- Better analysis of where activity is being spent and provide management with the ability to tune sales coverage
- Removed the need for additional manual processes to support coverage activities, saving time and money
- Better support strategy of increasing broker rankings
- Automation of diary events (eg results alerting)
- Visibility of activity records across teams dealing with key tier one client

FOR MORE INFORMATION

Contact your SaaS consultant or visit:

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