

CASE STUDY

MERGERS AND ACQUISITIONS - NOVATION

FUJITSU ENABLES GLOBAL BUSINESS BANKING OPERATIONS TO SEAMLESSLY TRANSITION CLIENT SALES AND SERVICING, POST-MERGER. WITH CUSTOMISED SALESFORCE.COM SAAS DEPLOYMENT



THE CUSTOMER

- Two global business banking operations merging client sales and servicing
- Group business units located across several regions including Europe; India; South East Asia; North, Central and South America

THE CHALLENGE

- To effectively manage the migration of clients following the takeover
- To monitor and report on the progress of the various activities in the Novation consent process
- To deliver a solution that would be quick to create and nimble enough to cope with constant evolution

THE SOLUTION

- Fujitsu implemented a customised SaaS solution based on Salesforce.com
- Offered Novation consent and client migration status tracking, along with enhanced case management functionality

BUSINESS BENEFITS

- **QUICK TO IMPLEMENT** - building the solution on Salesforce.com avoided the lengthy lead times associated with in-house database development
- **COST-EFFECTIVE** - approach was less costly than using large, complex spreadsheets or bespoke system development
- **GREATER INSIGHT** - enabled data analysts to efficiently record interactions and determine progress of client Novation at an individual level
- **EFFECTIVE CLIENT HANDLING** - allowed efficient management of customer queries, even when passing over to non-Salesforce.com users

CHALLENGE

Following the takeover of our client by another investment bank, the client needed a solution to monitor and report on the progress of the various activities in the Novation consent process. After demonstration of a proof of concept developed by Fujitsu, in less than an hour, Salesforce.com was chosen as a quick, secure and cost effective alternative to massive spreadsheets or the lengthy lead times required for the in-house development of a database.

Fujitsu was retained to deliver the initial configuration of the system. Impressed by the speed of development and the management reporting capabilities, our client then engaged Fujitsu to further extend the system, enabling it to report on the other aspects of client migration and managing client queries.

A well managed client migration was essential to maintaining the value proposition of the takeover. Poor communication, slow response times or any error due to inaccurate data on the part of our client could lead to a perceived deterioration in service and lost clients – along with their associated revenue.

A client service team was engaged to verify client data to ensure that communications would be routed to the most appropriate customer representative. All interactions needed to be logged to increase visibility into the process.

Additionally the client service team was the first point of contact for client customers with queries or issues. Issues that could not be directly dealt with would need to be forwarded to a subject matter expert within the client organisation and this needed to be monitored to ensure that feedback was given promptly.

As definitions of data from the banks were still undergoing investigation, merged and defined, a key challenge was to keep pace with constantly changing requirements. However, as timeliness in communications were essential to retain the client’s business and reputation, this translated into tight deadlines and short timeframes to complete key conversion activities. The chosen solution had to be quick to create and nimble enough to cope with constant evolution.

SOLUTION

With key considerations being time to market and scalability, Fujitsu implemented a SaaS solution that maximised and enhanced the core standard functionality of Salesforce.com and included the following customisations:

- **Novation consent status tracking:** This was the initial, core requirement. Based on variables updated on the customer record, the consent status is derived. Management dashboards then graphically show progress on a global and regional level

- Overall client migration status tracking: The Novation consent dashboards proved so popular among executives that the scope of the system was extended to enable monitoring of each aspect of the client migration process
- Mapping of clients: The relationship of Bank A's clients to B's clients is clearly displayed to users and is reportable. Thus, reports can be made from the point of view of either entity
- Customised help: A help tab, gathering together key contact information, FAQs, "How To"s and useful links was built as a tab for the data analyst users
- Case management: The basic Salesforce.com case management module was implemented and enhanced to automatically derive the priority of the case. In addition, with one click of a button, users can send an email to be followed up on by the appropriate SME for their case, even if that person is not a user in Salesforce.com. A best practice business process, backed up by automated alerts and workflows was also developed
- Change request management: To facilitate system updates and the general project management of the work stream, Fujitsu implemented a custom change request module commonly used throughout our projects which lends transparency and accountability to system changes

BUSINESS BENEFITS

It is evident that the solution provided by Fujitsu was not only quick to implement and cost effective, but far superior in terms of functionality, security, scalability and share ability than the originally proposed pivot tables in a spreadsheet.

It enabled data analysts to efficiently record interactions and determine progress of client Novation at an individual level. It also provided management with the facility to gain a global perspective of the overall process.

Specific benefits include:

- Management 'at a glance' visibility into client conversion progress across work streams, highlighting areas of concern
- Improved workflow for data analyst users when entering data, thus improving accuracy
- Efficient customer query escalation and handling, even when passing over to non-Salesforce.com users
- Clarity and detail at a client record level of where a client record was sourced from, what it maps to and the interactions associated with it

FOR MORE INFORMATION

Contact your SaaS consultant or visit:

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