



# 5 ways banks overcome strategic challenges with Microsoft Dynamics™ 365

Smart decisions. Lasting value.™

## Strategy 1: Personalize the customer experience

To establish profitable long-term relationships, banks must fully engage customers more quickly and nurture the relationships over the long-term.

Strengthening the customer experience starts with all departments – from branches and sales to operations and service – being on the same page.

73 percent of customers say that valuing their time is the most important thing that a company can do to provide them with good customer service.

Source: [Forrester](#)

## How Dynamics 365 can help: Utilize a holistic customer view and provide insights

Complete, organized customer profiles provide visibility into all the customer touchpoints across the bank. This 360-degree view of the customer enables more effective communications and can deepen customer engagement.

Customer Insights proactively provides intelligence about each customer and what they may want or need, which can facilitate staff communications with your customers.

Full details of retail and commercial accounts, such as outstanding actions, completed actions, upcoming milestones and meetings, and details on call center cases provide the insight needed to foster and support customer relationships.

With Crowe CRM for Banking, you can get a true 360-degree view of the customer – with a single view into all communications, interactions, operations, and relationships – no wasting the customer’s time collecting information that already exists.

Guided processes, knowledge integration, and automated workflows across all departments and processes help to complete the correct actions in a timely and quality manner.

Traditional banking customers seek more personal or tailored solutions and are happy to consider alternatives to traditional banks.

Source: [Gartner](#)

The screenshot displays a comprehensive customer profile for 'Access Corp.' within a Dynamics 365 interface. At the top, it shows account details: 'ACCOUNT : ACCOUNT (STANDARD) \*', 'Access Corp.', 'Total Deposits: \$725,000.00', 'Total Credit: \$184,550.27', and 'Relationship Type: Customer'. The main view is divided into several sections:

- ACCOUNT INFORMATION:** Lists fields such as Name (Access Corp.), Type (Company), Relationship Type (Customer), Parent Account, DBA (Access Corp), Region (REG01), Sector (Sector A), and a Description: 'Was an early customer and we established their first line of credit. John and Ryan are the...'
- ASSISTANT / ACTIVITIES / NOTES:** A central area for tracking interactions. It includes a note: 'Stopped by Access and dropped off inspection information. Today 10:51 AM.' and another: 'May want to fund build site with a \$1M loan. Today 10:42 AM. Commercial loan Q&A. Met with John and discussed a commercial loan for land / building. Today 7:30/2018 1:54 PM. Processed a \$50,000 wire this morning. Note: Today 7:30/2018 1:54 PM.'
- INSIGHTS:** A section titled 'Access Corp.' with tabs for 'OVERVIEW' and 'RESEARCH'. It contains a 'FIND CONTACTS' and 'FAMILY TREE' section. A key insight reads: 'Would Your Records Management Pass an Audit? An Assessment for Law Firms. Your clients have high compliance expectations for law firms like yours. They expect you to keep their information under lock and key, to meet their industry compliance needs, and to defend their best interests at every step. Managing internal and client records, however, may seem easier said than done. The volume and variety of information... Continue Reading Would Your Records Management Pass an Audit? An Assessment for Law Firms. The post Would Your Records Management Pass an Audit? An Assessment for Law Firms appeared first on Access.' It is dated 'Oct 18, 2018 9:41:01 AM PDT' and includes a 'View More...' link.
- BANK PRODUCTS:** A table showing various products and their financial status.
 

Product	Total	Status	Primary RM
<b>Credit</b>	<b>\$1,084,550.27</b>		
Commercial	\$1,084,550.27		
Line of Credit	\$900,000.00	Active	Ryan Palmer
Term Loan	\$184,550.27	Active	Cullen Hunter
<b>Deposits</b>	<b>\$725,000.00</b>		
- BANK RELATIONSHIPS:** A table listing roles and associated staff members.
 

Role	User	Category
<b>Lending</b>		
Relationship Manager	Cullen Hunter	Lending
Secondary RM	Jody Brown	Lending
Specialist	Ryan Palmer	Lending
<b>Treasury Management</b>		
Relationship Manager	Ryan Palmer	Treasury

## Strategy 2: Streamline complex processes while elevating the customer experience

Manual or partially automated processes create internal inefficiencies and inconsistencies in service that affect and degrade the customer's experience and their satisfaction.

Customers expect banks to answer questions and solve problems quickly, without the extra step of forwarding questions across various departments to provide a customer with a solution. Follow-up and completion of customer requests are key to the collective trust customers have in your bank.

Customer retention is critical. Banks need to keep track of customer behaviors and predict needs, and then automatically target customers to illustrate how the bank can fulfill those needs.

81 percent of bankers agree: Organizations that can truly tap into what motivates human behavior and design the customer experience accordingly will be the next industry leaders.

Source: [Accenture](#)

## How Dynamics 365 can help: Predict needs, provide knowledge and insights, and automate complex processes

Dynamics 365 is the ideal operational platform on which to automate complex work-item processing and business process challenges, including sales, operations, approvals, and quality reviews.

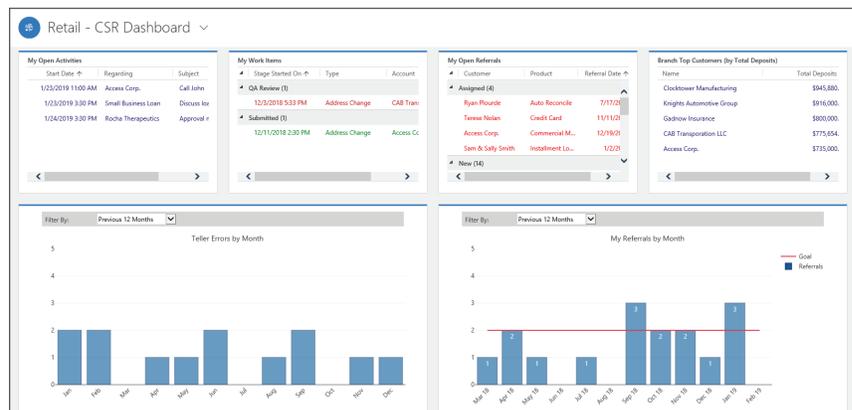
- Proactively manage operational work items and customer service cases through dashboards and escalation workflows.
- Knowledge management provides help in getting the best answer the first time.
- Personalize and track responses.
- Up-sell and cross-sell to turn issues into opportunities for increasing loyalty and satisfaction.

Process automation across sales, service, and marketing can free your employees to spend more time talking to prospective customers and strengthening relationships with existing ones, moving the needle for your business.

Crowe CRM for Banking provides dashboards to easily access information such as recent interactions, upcoming meetings, relationship health, upcoming deadlines for loan maturities or open opportunities, and current marketing offers.

A 5 percent reduction in your customer defection rate can increase profits 25 percent to 95 percent.

Source: [Harvard Business Review](#)



### Strategy 3: Optimize the opportunity management process with a more relevant approach

Meet customers and prospects where they are – and set goals for sales, service, and retention

Every bank and credit union has customer acquisition as a top priority.

Banks must segment, profile, and track leads reliably to optimize customer acquisition strategies across all channels.

Strengthening the customer experience starts with sales and onboarding.

Only 31 percent of consumers think their financial institutions know them and their needs well.

Source: [The Financial Brand](#)

11 percent of consumers left their bank in the past year – and switching to virtual banks is at double-digit levels.

Source: [Accenture](#)

### How Dynamics 365 can help: Utilize networks, identify the best targets, and proactively manage the sales and service process

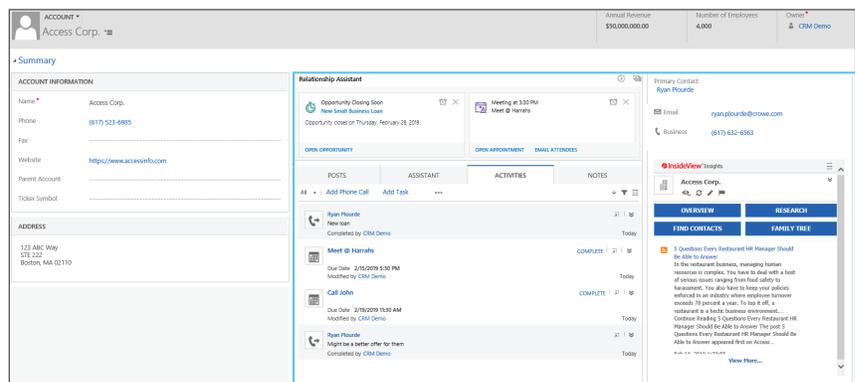
To generate the best leads, banks must interact with customers in their centers of influence. Communicate with customers effectively by leveraging multiple channels, including social media. Multichannel marketing campaigns and networking integrations with LinkedIn provide the ability to reach customers with the products they want in the manner they want.

Crowe CRM for Banking allows you to provide proactive, personalized offers based on in-depth analysis and customer insights. Leads are scored and prioritized, which helps focus your resources on those most likely to close.

Streamlining and managing the sales cycle aids in delivering timely, responsive customer proposals and can shorten sales cycles.

Having a holistic view of the customer enables cross-departmental collaboration, which can improve team selling and win rates. Posting to the customer timeline allows for additional collaboration opportunities.

The relationship assistant feature facilitates push notifications, including guided selling processes. For example, if a customer meets the profile for a new credit card, the relationship assistant brings that to the attention of the staff, who can then initiate the sales process with talk tracks to propose a new card to the customer.



## Strategy 4: Build consumer relationships through data and digital transformation

Banks recognize the need to enhance their competitiveness and create an agile, sustainable advantage.

A bank's unique customer data provides a rich repository from which to draw. This translates into significant opportunity to cross-sell and up-sell products and services that are relevant to the consumer.

Data intelligence helps turn the raw data into targeted, effective value propositions and marketing strategies.

## How Dynamics 365 can help: Customer Insights helps you engage your customers with intelligent insights

Crowe CRM for Banking provides rich data visualizations to help you better understand the customer. By composing role-specific visualizations that bring together customer profiles, interactions, metrics, inferences, and predictions, you can uncover new insights with the security and privacy you require.

Banks can use predictive analytics to understand and expand customer lifetime value. Relationship managers can check overall account, loan, and churn rate, which can help them foster customer loyalty. Predicted lifetime events, such as buying a car or college for kids, help relationship managers recommend the next best product or service.

“Smart use of data can enable us to re-establish personalized services and bring back customized one-to-one relationships between the bank and the customer.”

Source: [Alex Nechoroskovas, Founder of Fintech Summary](#)



81 percent of financial services CIOs say advanced analytics have the most potential to change organizations.

Source: [Gartner, "2017 CIO Agenda: A Financial Services Perspective," Feb. 9, 2017](#)

## Strategy 5: Modernize and strengthen lead generation

Historically, banks have used “push marketing” to drive leads but this is becoming less and less effective. Direct mail, cold calls, and email can be intrusive. The last thing you want is a prospective consumer opting out of all further bank interactions.

Social media should be a lead-generation tactic for every bank. Social selling is considered “pull marketing,” and it often results in warmer leads that convert at a higher rate.

The buying process is changing and banks need to connect with prospective customers by serving them in the customer’s channel of choice. Doing so illustrates a bank’s sophistication and focus on the customer experience.

## How Dynamics 365 can help: Introduce social selling into your lead-generation strategy

In the age of social selling, researching the companies and people you are about to call is invaluable to the prospecting process. Social media such as LinkedIn and Customer Insights integrations allow for integrated research beyond current bank information.

The tight integration between Dynamics 365 and LinkedIn allows seamless access to LinkedIn profiles, prospects, and leads. Company details infused with social information allow you to drill down into related connections and pull lists of potential targets.

Social selling amplifies your ability to reach warm prospects. According to Corporate Executive Board (now Gartner), referrals, including social networking leads, rank highest in their qualification. And company news, recent posts, and promotions can all serve as great icebreaker conversation topics.

Dynamics 365 helps banks score and prioritize leads, track referrals, monitor social insights, and record every customer and employee interaction in one place.

“Nearly half (47 percent) of U.S. social media users today actively seek customer service through social media”

Source: NM Incite Social Care Survey

“Today ‘s highly digitally engaged financial services customer has 4.4 products, compared to only 2.7 for the digitally unengaged.”

Source: [RFi Group](#)

The screenshot displays the Dynamics 365 interface for a contact named Ryan Plourde. The top navigation bar includes options like 'New', 'Deactivate', 'Connect', 'Assign', 'Email a Link', 'Delete', 'Refresh', 'Process', 'Share', 'Follow', and 'Flow'. Below the navigation, the contact's name 'Ryan Plourde' is shown, along with an 'Account Manager' dropdown menu. The main content area is titled 'MEMBER PROFILE' and features a 'SALES NAVIGATOR' section. This section is divided into three tabs: 'Icebreakers', 'Get Introduced', and 'Related leads'. Under the 'Icebreakers' tab, there is a 'Recent activity' section showing three items: 'Event Registration' (shared 24h ago), 'CRM Magazine Names the Winners of the 2018 CRM Market Awards' (shared 1d ago), and 'Are You Treating Your CRM Data As a Valuable Asset?' (shared 2d ago). Each item includes a 'View Profile' button and a 'Save as Lead' button. The bottom of the page shows 'Help', 'Privacy & Terms', and the LinkedIn logo.





## Learn more

For more information on **Crowe CRM for Banking or Microsoft Dynamics 365**, visit [crowe.com/crm](https://crowe.com/crm) or contact:

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