

Solution Overview

Client Onboarding



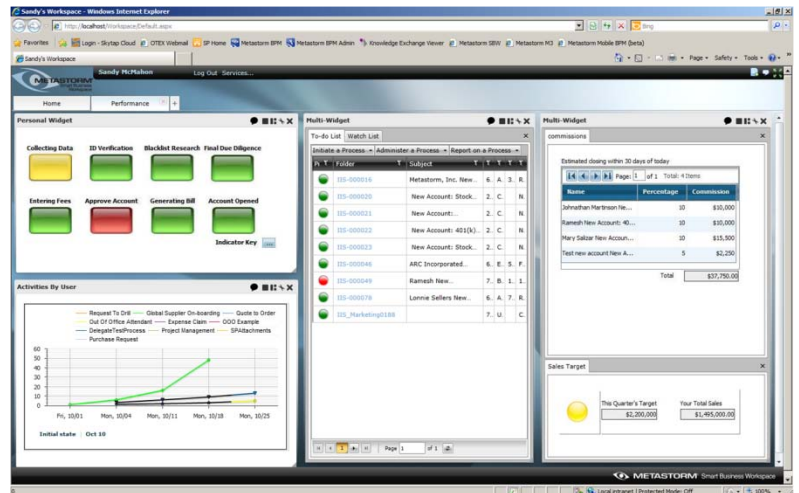
Driving profitability with exceptional customer service

The ease and speed with which you onboard new clients and establish a relationship during the first 90 days of engagement sets the tone for the overall profitability of new clients according to a study performed by the Swedish School of Economics and Business Administration. Since financial products are easily duplicated, competitive advantage among financial services firms must be achieved by other factors – the most profound of which is offering a clearly superior customer experience. Yet for most firms, a customer's first interaction, client onboarding, is often a frustrating, manual process involving multiple people and systems with complicated rules and rigid data requirements.

In many cases, customers who wish to leverage products from multiple groups are forced to provide information in duplicate or even triplicate, which further impacts overall perceptions of the ease of doing business with your firm. The more complex the process, the longer it can take to fully onboard a client, leading to not only delayed revenue from that client, but also to client dissatisfaction that ultimately can result in attrition. In fact, a study by Christopher Wachtel with ABA Bank Marketing showed that within the first year client attrition rates can reach as high as 40% with half of those losses occurring in the first 90 days after an account is opened. Starting the client relationship with a positive, comfortable approach is possible today with the right tools and approach for retail, corporate investment and wealth management firms.

Metastorm for Client Onboarding is the industry leading solution for Business Process Management. It is a highly flexible platform that enables you to not only customize a solution to suit your company's unique onboarding process today, but to also remain agile and able to adapt the solution based on client feedback and additional improvements that you discover over time. Metastorm allows you to create an application that sits on top of, and can be easily integrated into, your existing financial systems, giving you the ability to mask the complexity of the underlying legacy systems, create an aggregated view of client information across multiple systems and departments, and to design a process for improved client experience and your best practices for maximized revenue. Understand and optimize your process, linking all of the people, content and systems involved in your client onboarding process to ensure the experience is seamless, meets customer expectations and adheres to regulatory and internal guidelines in a fraction of the time it would take with traditional approaches. With Metastorm Client Onboarding, you will:

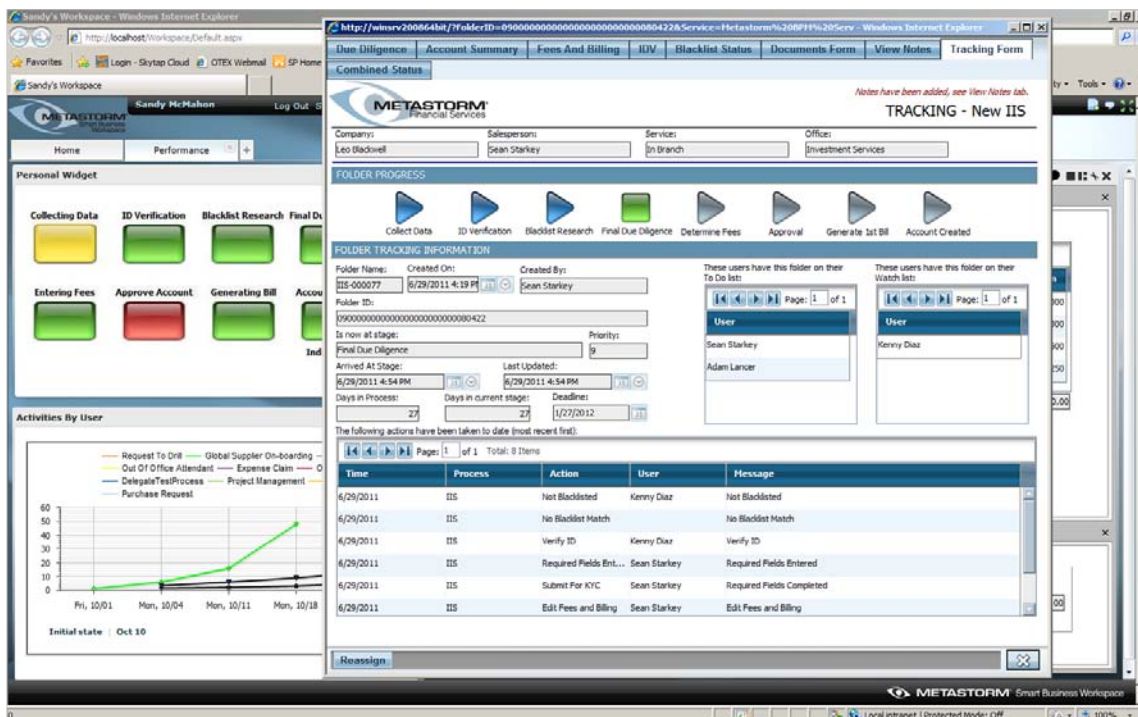
- **Increase customer loyalty** by providing them with an organized, efficient, and engaging onboarding process that works the way a customer prefers – masking the complexity of internal, underlying systems.
- **Improve profitability** by improving account set-up through to billing and statement generation across the full range of product offerings by streamlining the onboarding process, integrating to existing systems and increasing the productivity of your staff and management by reducing time spent on manual tasks and duplicate data entry into multiple systems.



Create an exceptional customer onboarding experience with Metastorm's rapid to deploy solutions. Leverage existing systems to accommodate your requirements and provide

- **Ensure compliance and quality control** by automating manual processes according to best practices and compliance standards so that customer data is consistently collected and appropriate procedures are followed. An end-to-end audit trail enables you to prove compliance with Know Your Customer (KYC) and other industry regulations.
- **Leverage and promote best practices** by providing a consolidated view of client information across multiple departments and systems, embedding successful customer interaction recommendations for your employees and aggregating all the information needed to better support customers in one interface.
- **Increase cross sell and upsell opportunities** during the critical first 90 days by displaying suggested products as you are interacting with customers based on your data on enrollment patterns of similar customers or other analysis data and/or automatically route potential cross sell opportunities to the most appropriate agent for immediate follow-up.
- **Gain competitive advantage** by maintaining the agility necessary to truly transform the customer experience. Out-of-the-box point solutions can be rigid in their design and may not allow for customization or future change as new processes or regulations are inevitably introduced. With Metastorm, you can continually improve your process based on your own process analysis or based on customer feedback in order to quickly respond to market changes and opportunities.

Metastorm delivers the flexibility and agility you need to increase customer satisfaction, profitability, compliance and productivity.



Improve your customer's onboarding experience by automating the process to ensure that information is passed to the right department at the right time – capitalize on opportunities and ensure a superior customer experience.

You only get one chance to make a first impression – make sure it's a great one with Metastorm Client Onboarding.

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