

Hitachi Consulting has significant customer and channel experience and capabilities that help companies increase shareholder value, such as:

- Financial Services industry knowledge and experience
- Focus on high-impact, strategically aligned opportunities to achieve both near-term and longer-term revenue enhancement, cost reduction, and improved customer experiences
- CRM solutions that help banks to remain competitive in the marketplace
- Thought leadership for aligning customer strategy, processes and technology platforms to deliver real value to the enterprise
- Ability to optimize customer and channel strategy and systems through our work with Oracle/Siebel, Salesforce and Microsoft

We invite you to contact us to discuss how Hitachi Consulting can team with you to improve your customer and channel initiatives.



Delivering Customer and Channel Value to the Banking Industry

Leveraging the Convergence of Cloud Computing, Social Media, Mobile Devices and Real-Time Analytics

Critical Areas of Focus

With the convergence of new technologies (mobile devices, tablets and cloud platforms) and social media trends, banks are experiencing a tremendous opportunity to improve existing customer relationships (loyalty, brand awareness, niche marketing) and concurrently lower costs. Additionally, with the proper strategy and approach and the right analytical support, banks can capitalize on this convergence to open new doors that attract new customers and expand services. To capture these opportunities, bank executives should consider how their customer strategy fits within the context of the challenges associated with:

- **Leveraging new mobile devices**, tablets and CRM platforms to help improve sales effectiveness, revenue and customer loyalty
- **Working on social media** efforts that are effective in reaching the right customer segment at the right time with the right offerings
- **Aligning customer tools** and applications with an existing cloud strategy and platform to enhance delivery and overall customer experience
- **Using real-/near-real time analytics** to gain insight into a diverse and ever-changing customer base
- **Leveraging technologies, platforms and trends** to enhance customer acquisition and retention, while helping to reduce operational costs to drive profit and shareholder value

Successfully addressing these strategic challenges requires resources with the proper blend of industry, strategy, process and solution experience. Hitachi Consulting has worked successfully with numerous financial institutions to implement solutions that offer a competitive advantage and increase shareholder value. As recognition of our work, Hitachi Consulting was named a "Leading" consulting firm in *CRM Magazine's* 2009 CRM Market Awards.

Benefits of Optimizing Your Customer & Channel Ecosystem

Today, a CRM system encompasses a majority of a bank's overall operations. Customers interact with their banks 24x7 across multiple channels and touch points. The impact of a negative experience from any of these can send a customer to the competition. **Aligning a bank's strategy, approach and existing tools with the convergence of customer devices, new platforms and social media outlets can offer many benefits:**

- ✓ Higher probability of positive customer interactions and experiences
- ✓ Stronger brand and increased customer loyalty and retention
- ✓ Better insight into customer segments, behaviors, revenue and costs
- ✓ Improved acquisition, retention and development of profitable target customers
- ✓ Sales, marketing and service properly aligned with strategy/channel
- ✓ Increased sales effectiveness with appropriate devices and platforms

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About Hitachi Consulting Corporation

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions.

Hitachi Consulting's client base includes nearly 25 percent of the Global 100 and many leading mid-market companies. From business strategy development through application deployment, we help clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting – Building the Market Responsive Company®

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Customer Strategy

- Segmentation, Targeting & Positioning
- Acquisition & Retention
- Channel Alignment & Optimization
- Application of Social Media
- Cloud/Platform-as-a-Service Selection
- Customer Information Lifecycle Management
- Service and Support
- Outsource/Vendor Management

Customer Experience

- Social Media Effectiveness and Alignment
- Customer Experience Assessment & Optimization
- Secret Shopper/Customer Testing of Bank Services
- Benchmark Analysis

Customer Sales, Marketing and Service Optimization

- Retail/Commercial Banking Sales Effectiveness
- Customer Self-Service Portals
- Multi-Channel Contact Center Technology
- Revenue Enhancement
- Enterprise Content Management
- Benchmarking and Industry Best Practices Implementation
- Business Process Improvement
- Workforce Management Optimization
- Outsourcing and Vendor Management Selection

Customer-Focused Business Intelligence

- Customer Business Intelligence Systems
- Master Data Management/Single View of the Customer
- Real-/Near-Real Time Analytics
- Knowledge Management

CRM Applications, Architectures and Integration

- CRM/Cloud/Platform Selection and Implementation
- Wireless and Mobile Systems, Data, and Process Integration
- Migration of Legacy Customer Applications to Cloud Platform
- Customer Applications Development and Integration
- Sales, Partner, Marketing, and Customer Care Analytics
- IVR, CTI, VRU, ACD Telephony Selection and Implementation

To learn more about how Hitachi Consulting can support your organization's customer and channel needs, please contact

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