SEDONA CRM®
Customer Relationship Management (CRM) for Community & Regional Banks

Community and regional banks pride themselves on being part of the fabric of local businesses and families. Knowing their customers intimately is critical to growing their market share and increasing profitability. In fact, analyses of thousands of banks by profitability experts show that in most cases a very small percentage of a bank's customers create the vast majority of its profits. This means that really *knowing* its customers and how to appropriately interact with them can make or break the success of a financial institution.

Competitive banks use a CRM system that enables them to measure and improve profitability, acquire and retain the most lucrative customers, cross sell and up sell more effectively, improve marketing efficiencies, measure marketing ROI, and act on important issues and opportunities.

While a financial institution may want these CRM benefits, it may also be concerned about the cost and other organizational commitments needed to implement CRM successfully. We at SEDONA® Corporation specialize in offering CRM technology and support to small and midsize financial institutions. Our solution, SEDONA CRM, is state-of-the-art, extremely cost effective, and easy to implement. As a proven CRM provider to small and midsize banks, we can get quick, tangible results for your institution – meaning quite simply, more profitable, loyal customers.

SEDONA CRM is for Community and Regional Banks

From the data schema to the front-office screens, the system is designed for bankers. We understand what products banks sell, how they sell them, and how they make money from them. Our profit analyses are specific to a bank's products, operations, and customers, appreciating that banks make money in very different ways than other industries. Because SEDONA CRM is already tightly integrated with most commercial core processing systems, set-up and installation happen in a matter of a few weeks, not months. This includes the complete tailoring of the system to fit a specific institution. As part of our installation, we will customize the system to reflect the bank's preferred security control, individual user accounts, the bank's customer data, its own internal sales and service processes, custom reports, and preferred alerts.

The SEDONA CRM database is optimized for banking data types and sources.

SEDONA CRM is:

•Integrated with the bank's core processing and other back-end systems to become a primary part of the bank's operations.

•Specifically tailored for banking, thus significantly reducing customization, implementation, training, and overall support costs.

•Designed as a single system to support multiple lines-of-business across the banking and insurance lines-of-business to maximize the bank's investment and optimize its ability to service customers who have or want multiple types of products.

SEDONA CRM

SEDONA CRM can:

•Provide a complete view of the customer and household. This 360-degree view includes the status of all present and past processes, employee-entered comments, important alerts, referrals and service requests.

•Identify and proactively help to retain profitable customers and strong personnel.

•Track and organize valuable processes such as contacts, referrals, and service requests.

•Recommend and act on profitable cross-sell opportunities.

•Set-up and track marketing campaigns to ensure efficiency and ROI.

Great CRM Starts with Great Data

The SEDONA CRM database is optimized for banking data types and sources and it draws information from multiple silos across an institution's environment into a centralized datamart.

SEDONA CRM starts the automated data gathering process with a bank's core processing system (such as Fiserv, COCC, OSI, Alltel, Jack Henry, Metavante, Kirchman and many others) where a pre-built integration extracts relevant customer and branch information. Other pre-built integrations include most of the popular industry banking, credit card and investment systems such as FDR, PrimeVest, and SunGard.

Data can also be uploaded from other internal databases (JDBC, ODBC, SQL, or standard delimited files) or brought in from outside sources like commercial data providers that sell demographic and psychographic data to enhance customer records.

The SEDONA CRM database is fully customizable in real time using a set of schema definition files. This allows columns to be added to existing tables or allows users to create entirely new tables. When data is refreshed in the datamart, the system automatically takes into account any changes so that data elements can be immediately mapped to the new fields.

On a predefined schedule, SEDONA CRM will initiate an update of the raw data coming together from the various data sources. Each time an update is run; customer account records are *customerized* and *householded*. *Customerization* ensures that if there are multiple (and possibly inconsistent) instances of an individual's records coming from one or more systems, they are identified and aggregated as a single customer. *Householding* is a set of algorithms that helps to aggregate people who are a family unit. This allows users to perform better segmentation and to deliver more personalized services. The system automatically produces customerization and householding as part of the update process using algorithms defined in the system. Households can be manually altered to reflect more true-to-life relationships between family members or individuals with commercial accounts. The system will retain any manual changes even as new updates are run.

SEDONA CRM also produces customer value indices (CVI) and household value indices (HVI) to further segment accounts, customers, and households. Users can develop calculated fields to define their own important data relationships (e.g. gold, silver, bronze status).

SEDONA CRM saves unlimited historical data to enable users to do trend analysis and perform the most effective customer retention and cross-sell analytics.

SEDONA CRM

Robust Capabilities to Help Manage Customers, Products & Services, and Branches

SEDONA CRM's robust capabilities allow users to get smarter about the customers they are serving. It helps marketers to look for trends and gaps in the way products and services are being offered and adopted, and it helps to coordinate the entire organization to convert prospects into customers quickly and efficiently.

Front-Line Point of Service. Using SEDONA CRM, tellers, bank managers and other customer service representatives have a quick way to get a 360-degree view of every relationship, with the details needed to best service that customer.

Point of Service includes ready access to information such as:

- Account and service summaries and details.

- Profit of customers, households, accounts, employees, branches and regions.

- Status of all the processes such as sales contacts or service requests that the customer may be currently or previously involved with.

- Retention risk of each customer.

- Profitable cross-sell recommendations.

- Customer-specific alerts and messages.

- Indication of which marketing campaign(s) the customer has been targeted for and his/her response of those offers. Users can also easily see electronic copies of the marketing materials associated with each campaign.

- Real-time interactive comments entered as a result of conversations between bank employees and each customer.

- Synchronized tasks and contacts with a user's personal Microsoft Outlook.

Point of Service is completely customized for each user, user type, or the organization as a whole. This allows tremendous flexibility to secure data while allowing authorized users to get to needed information quickly and easily.

SEDONA CRM bi-directionally synchronizes contacts and tasks with Microsoft Outlook. This means that Outlook users can add and maintain contact and task information within SEDONA CRM while keeping their private Outlook information separate – and vice versa.

SEDONA CRM

Profit Management- SEDONA CRM provides profit analysis at the product and subproduct, individual customer, household, account, employee and branch levels. Banks can either use SEDONA CRM's bundled industry normatives to deliver relative profitability or use their own specific expense data for more precise profit system calculation. Even data from third-party profit systems can be used in SEDONA CRM. Profit information in SEDONA CRM is used in a variety of ways. For example, it can be used to segment and analyze customers into appropriate groups for marketing and sales programs. It can be used to establish product pricing or it can be used to optimize operational efficiencies and set customer service policy.

SEDONA CRM includes profitability assumptions for net interest income, non-interest income, non-interest expense and provision for loan losses. SEDONA CRM also supports multiple types of profitability analysis as well as historical funds transfer pricing (HFTP) to provide an additional level of accuracy for financial organizations that require it.

Process Management- SEDONA CRM includes a simple workflow system that allows users to define their own business processes. The system will monitor and move important work through the institution. Processes can be set up to ensure timely follow-up of issues and opportunities using email to inform and remind assigned individuals. The system can be set up to escalate issues if necessary, or automatically move work to the next appropriate stage in the process. A set of process templates is provided that can be customized for the bank's unique needs. Custom fields can also be easily added to capture critical data that is specific to the institution's needs.

Processes are easily added or edited online and the system will instantly reconfigure and reassign appropriate work that is in progress. Authorized users can view work status and analyze process efficiencies at any time. Processes can be triggered manually by a user, by an event or alert, or as part of a campaign. As such, individual customer activity can be initiated or users can trigger actions on a group of customers. Even documents, emails, and other materials can be stored with an individual contact record to allow users a complete view of customer interaction and necessary follow up.

Contact & Referral Management- As an example of a critical process, the system includes templates for developing lead and referral tracking. SEDONA CRM allows banks to gather, manage, and track new customers and prospects in real time. Contact data can be brought into the system from multiple sources, including the web, tradeshows, partner referrals, acquired contact lists, and responses to marketing programs such as direct mail, seminars, and advertisements. Leveraging business process workflows, the institution uses its own specific instructions to manage different types of contacts. The system then routes and escalates contacts through the organization accordingly, ensuring that no contact gets lost or delayed. At any time, authorized users can also view contact status and overall program goals to ensure that the opportunities being generated are contributing to profitability goals and optimizing company resources.

SEDONA CRM

Customer Retention Prediction- SEDONA CRM's customer retention predictor looks at historical variables from customers who have previously left the bank. It then applies the identified variables and thresholds to the existing customers. Using this as a basis for comparison, SEDONA CRM flags each existing customer who has signs of attrition so that bank employees can be proactive in dealing with those customers.

Cross-Sell and Next Best Product or Service Recommendation- SEDONA CRM uses analytical modeling to determine the next best profitable banking products to sell to a particular customer. By using product affinity groups to determine the likelihood of the next purchase, this information is combined with each institution's unique product profitability data and product/service-line combinations. This ensures that the recommended next best product or service is not only more likely to be purchased, but that the addition of the cross-sell product will be a profitable addition to the customer's existing portfolio. Banks also use the cross-sell data to determine which products or services to highlight for one-to-one marketing efforts or larger, aggregate campaigns.

Alerts- Alerts are used to flag critical changes in customer activity or to emphasize a specific action that a front-line employee should take with a particular customer or group of customers. SEDONA CRM Alerts are notifications put out in a variety of selected ways. The system can notify specific users via email or put a notice on their SEDONA CRM portal page. SEDONA CRM can also put a specific alert on individual customer records, or alerts can be used to generate specified reports to assigned personnel. Alerts can be created to monitor a specific event or threshold (e.g. % change in deposit balance, high level of ATM activity, etc.). Developed using SEDONA CRM's Report Manager, Alerts are easy to create and can also be linked with campaigns and processes to ensure quick and thorough follow-up.

Campaign Management- SEDONA CRM's Campaign Manager achieves significant time and budget savings for marketing departments by helping to optimize the programs put forth and enabling the bank to quantify the return on their marketing investments. SEDONA CRM enables a user to set up and track targeted marketing and sales campaigns. Marketers can then break down the data into the result categories they desire, such as response rates for hard copy mailings versus email outreach programs. This allows the end user to clearly see how effective various campaigns are with any one or more products or services, saving valuable time and budget.

SEDONA CRM's Campaign Manager includes an ROI calculator that compares the costs and subsequent revenues received as a result of a specific campaign. Multiple campaigns, or waves, can be compared and campaigns can be linked to processes to manage the execution of the campaign throughout the bank. By doing this, marketers can track the progress of their campaigns, making adjustments where necessary during the actual campaign to optimize results. Relevant marketing materials can be archived with each campaign to enable any user to view the materials as needed.
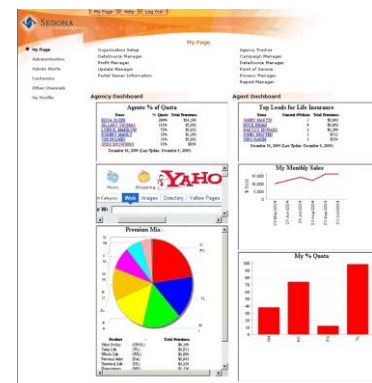
SEDONA CRM

SEDONA CRM is a three-tier, servlet-based application developed with Java and XML. A web-service interface allows it to interoperate with other Java, .NET or web service-enabled systems. The software was designed to run in-house or can be provided as an outsourced ASP service. SEDONA CRM runs on Windows 2000/2003/XP/Vista and UNIX/Linux platforms. The system stores all information in a SQLServer, Oracle, or PostgreSQL database. Users access SEDONA CRM via a standard web browser, over a wireline or wireless network, enabling both front- and back-office personnel to have consistent and timely information about customers and prospects.

Personal Portal- Using a standard web browser, all SEDONA CRM information is accessed through a personalized portal. Each user can customize his/her own portal to view dashboard objects (visual displays of information such as graphs) and to provide one-touch links to files, reports, web pages, and any other applications within the bank. It also allows users to post and store information such as sales scripts, rate sheets, and documents that need to be shared with other people in the organization.

Because not all employees will need to (or should) access all of the information in SEDONA CRM, system administrators can control what type of information is accessible to each user, user group, or user type. User access can be restricted to specific programs, documents, applications, data types and records – down to the field level.

SEDONA CRM allows users to access information from a Personal Portal whereby each user can customize his/her personal portal to view dashboard objects (visual displays of information such as graphs).

Report Management- SEDONA CRM has a built-in report writer that is easy-to-use by novice personnel, but flexible enough for advanced users who need to build complex reports. The system provides step-by-step instructions on how to create, format and publish custom tabular reports, charts and graphs. In addition to cross-tab and drill-down reporting, SEDONA CRM's Report Manager includes the ability to also drill down to the details of a specific customer by linking directly to that customer's Point of Service screen.

Another feature of SEDONA CRM Report Manager is Quick Reports. Quick Reports were designed to allow a very fast way to analyze different segments of customer information against standard report templates without having to create new reports and segments every time. For users that regularly require similar parameters against different aspects of their database, Quick Reports were designed to make the analysis easy.

Reports can be published in PDF or HTML formats directly to the portal, downloaded into a delimited file, emailed as attachments or scheduled for distribution by the system. Reports can be set so that they are automatically updated every time the SEDONA CRM database is refreshed. SEDONA CRM provides a library of over 70 pre-built reports that can be used as templates and customized as preferred.

SEDONA CRM's Report Manager integrates with Microsoft's MapPoint application. Users can geographically represent concepts such as: where they have high concentrations of profitable (and unprofitable) customers; areas where they have gaps or places where they are losing out to competition; or other opportunities for bank growth. With this information, bankers can make decisions on how to staff various branches, customize the way product and service lines are presented and packaged for

the customers in the community or across the region, and understand how geographic-specific marketing efforts perform.

SEDONA CRM's Report Manager can also be used directly on top of other databases in the organization to provide robust, web-based reporting for systems that otherwise lack such capability.

Affordable to Deliver, Easy to Support

Given the always limited resources of community and regional banks, SEDONA provides these financial institutions with tailored installation, training, and ongoing support that is needed to make CRM work in the banking environment – whether the institution deploys the CRM application in-house or in an Application Services Provider (ASP) environment.

Partner with SEDONA for CRM Success

Today, there is no doubt that CRM is more than a competitive advantage, it is a requirement. Whether a bank is just diving into CRM for the first time or replacing a system that hasn't been getting the job done, selecting the right CRM partner is paramount. SEDONA is a partner that not only understands CRM, but also understands banking – and has a successful, referenceable customer base of market-leading community and regional banks.

SEDONA's only business is providing CRM technology for small and midsize financial institutions. That is why more application solution providers continue to choose SEDONA as the CRM technology they offer to their own financial service clients. SEDONA can quantifiably, undeniably make a profitable difference for community and regional banks.

**About
SEDONA Corporation**

SEDONA Corporation helps community banks, regional banks, and credit unions thrive by helping your entire organization effectively identify, acquire, foster, and retain loyal, profitable customers and members.

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