

Microsoft Dynamics CRM: FinEdge™ 2015

HCL'S FinEdge™ 2015 IS A NEW BREED OF CRM SOLUTION,
DESIGNED FOR FINANCIAL SERVICES ORGANISATIONS IN A
DIGITAL AND SOCIAL AGE

HCL



LET'S TALK
APPLICATIONS



“81% of consumers surveyed are willing to pay more for a superior customer experience. With nearly half (44%) willing to pay a premium of more than 5%. ”

Today consumers have changed the way they interact with Banks. They increasingly want to use mobile apps and mobile wallets to transact, they want to use social media to complain. Thanks to the internet era most customers are well informed, and do thorough research before they contact you.

Banks are differentiating via their Customer Experience and digital is fast becoming the most important channel. To provide exceptional Customer Experience Banks need to review their near obsolete legacy applications and invest in solutions that allow them to attract and retain customers in this new world.

HCL's Microsoft Dynamics based and industry focused FinEdge 2015 has been specifically designed as a platform for Banks to quickly re-platform on to a CRM solution which is ready for the future.

FinEdge™ 2015

FinEdge 2015 is a preconfigured Banking CRM solution built on Microsoft Dynamics CRM 2015, SharePoint and PowerBI, it is a comprehensive CRM solution that ties together sales, marketing, customer service, and advisory functions to help Banks deliver a superior experience for its customers and to support business growth. FinEdge 2015 is a pre-configured solution and by reusing its components and HCL's process expertise Banks can minimize the TCO of their CRM investment.

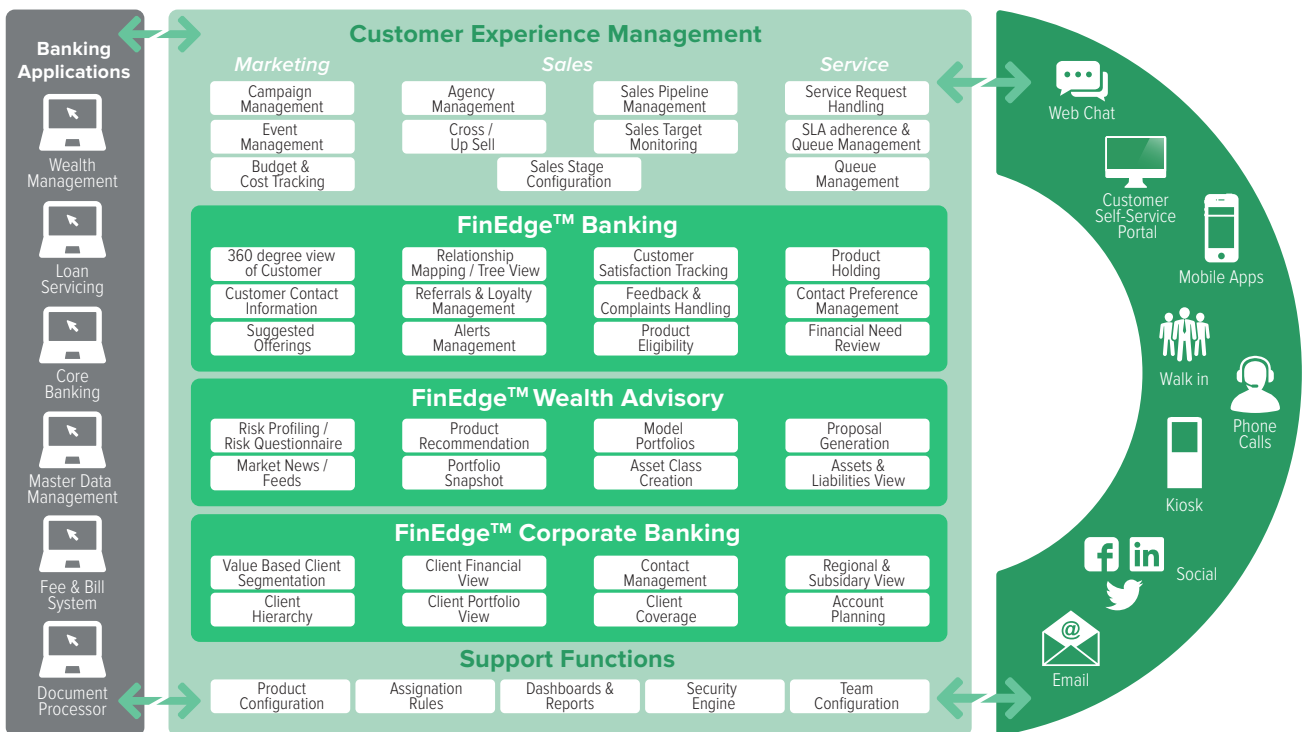
FinEdge™ 2015 BANKING incorporates innovative features across sales, service and marketing functions. It enables Banks to effectively manage profitable customer relationships and enhance customer engagement levels. FinEdge 2015 aims to deliver an “actionable” 360° customer view across all customer touch-points by utilising native multi-channel capabilities.

**A HOLISTIC SOLUTION
WITH A MICRO
INDUSTRY FOCUS**

FinEdge™ 2015 Wealth Advisory leverages the strong relationship structure of CRM. For wealth advisors it unlocks a multitude of information about the customer, their characteristics and preferences and empowers them with the necessary communication tools to carry out campaigns and prospect tracking. The Wealth Advisory component includes features such as Risk Profiling, Asset Allocation, Financial Planning, Model Portfolio, Market Research, Trade Order Initiation and Portfolio Analytics.

FinEdge™ 2015 Corporate Banking caters to the inherently complex business needs of corporate banking customers. It provides Client hierarchy, Client segmentation, Client coverage, Account Planning and holistic Account and Contact management features. The solution also provides inbuilt Client Financial Views and ensures Deals/Opportunities are managed using Chinese Walls in a secure and industry compliant manner.

FinEdge™ 2015 SOLUTION MAP



FREE ASSESSMENT

Why not start by taking advantage of our free, two day assessment, the outcome of which is a fit gap of your current CRM capability against industry leading peers. We can also demonstrate FinEdge 2015 and the potential of a state-of-the-art, multi-channel CRM platform that will help your organisation be successful for years to come.

BUILD RELATIONSHIPS YOU CAN BANK ON

TO GET IN TOUCH PLEASE

Email: integrated.applications@hcl.com
 Visit: www.hcltech.com

ABOUT HCL

With revenues of \$6.5 billion, employing 100,000 technology experts and operating in 31 countries worldwide, HCL is a leading global technology services provider. HCL helps its clients transform their business and IT assets, deliver complex Digital Systems Integration programs and operate their application and infrastructure estates.

HCL's Digital Systems Integration business works with its clients to drive business outcomes through large IT program delivery. HCL employs 15,000 systems integration experts. We are established partners with leading enterprise application providers—SAP, Oracle and Microsoft.

Our propositions include:

- Global deployment
- Instance consolidation
- Fundamental cost reduction
- Target operating model transformation
- Benefits delivery
- Large program management
- Applications development
- Design, build and run services

TRUE GLOBAL DELIVERY

HCL operates as a single global organisation, allowing us to deploy consulting teams that leverage proven industry and solution best practices from our offices and delivery centres around the world.



Hello there! I am an Ideapreneur. I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 90,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 31 countries. **How can I help you?**

Relationship[™]
BEYOND THE CONTRACT

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