

# Banking CRM System Enhancement—Mailing Campaigns Functionality—Development

## Client

A bank operation on the Russian consumer finance market since 2004. The range of services includes general purpose loans, credit cards, auto loans and sales finance loans. In 2007-2008 the Bank was recognized by several Russian magazines for its business success and fast growth. In 2008, the net profit of the Bank was 24,7 million USD. At the moment the Bank employs over 11,000 people and serves more than 2 million customers in 66 Russian regions and regional centers of Ukraine.

## Business Need

The Bank needed to add sophisticated mailing campaign functionality to the existing CRM system that would enable targeted email campaigns across its client database, for:

- cross sales based on the information about previous loans received by the client
- informing the current clients about remaining loans
- client retention
- attracting new customers

## Objectives:

The solution is based on a standard mailing server, enhanced with subscription management functionality, installed on Solaris, and customized to integrate it into the Bank's CRM systems. The features that the development team implemented for this solution were:

- Customer selection from the bank CRM system based on advanced filters (previous loans, customer solvency, customer personal details, etc.) or from existing marketing lists

- Messages personalization based on the customer personal details
- Content management system for quick editing of the email body
- Quick and easy installation and customization
- Subscription management options for the subscribers

## Results

When the solution was implemented, the bank received a marketing tool to inform its clients about new products, services and offerings. It helped to enforce CRM approach within their business processes to improve sales and campaign management, and provided a solution for personalized communication with existing and potential customers. When effectively planned and integrated, CRM solutions improve marketing and sales processes, reduce customer support costs and drive revenue.

## Tools And Technologies

Oracle 10g, Perl, Solaris 5.10, MS Outlook