



# ICBS CUSTOMER

The integrated relationship management solution designed to help increase customer loyalty through individualised service

ICBS Customer helps build customer loyalty and trust by capturing relevant information and presenting a single customer view in real time across all channels. ICBS Customer gives you a total view of your customers’ demographic and financial information enabling you to identify market trends, sales opportunities and areas of risk. You can track relationships between customers, competitor relationships — even relationships to products that your organisation chooses to outsource. Customer credit or lending limits are also available across all accounts — including those resident on external systems — helping you to minimise risk across the entire organisation.

## Customer Focused and Market Driven

Today’s ever-changing business environment requires financial organisations provide the highest levels of service based on in-depth customer knowledge. ICBS Customer provides this central source of customer information. A powerful foundation, ICBS Customer allows you to implement a truly customer-centric approach to support all delivery methods for maximum flexibility. ICBS Customer is more than just a solution, it is a strategic tool that provides a total view of your customers, their relationships with the bank and with other customers. Uncompromising Customer Service Using an open architecture, ICBS Customer links to other systems, such as credit card and leasing, allowing you to offer uncompromising customer service that translates into increased customer loyalty and added financial rewards. Additionally, ICBS Customer provides the ability to view details of customer activities, on demand.

## High-Speed Searching

Access to data is provided through a powerful search engine that enables searching by customer name, customer number, postal code, national identification number, a bank-defined key field, telephone number, postal code or by date of birth. This high speed search is ideal for servicing customers who demand instant answers to detailed enquiries.

## Comprehensive and Flexible Data

Leading the market, ICBS Customer is based on years of development and worldwide client experience. Using this solution, your organisation can collect a comprehensive data-set for each customer. This can be logically divided into sub-sets and configured to allow additional data capture, providing a single data repository that drives successful servicing and customer management.

## Key Benefits

- Streamlines servicing by providing a comprehensive view of all account relationships and activities
- Provides easy-to-use customer service tools to strengthen customer loyalty
- Offers a central repository for customer information and relationship activity tracking
- Enables you to capture customer data for targeted marketing and cross-sell activities
- Supports tickler and memo capabilities allowing you to capture important customer activity details

## Benefit Summary

- Establish, maintain and view detailed customer information, demographics, financial data, credit classification and summary of customer account and collateral relationships using the customer database.
- Create or update customer and organisational information across all accounts from a single input, eliminating inconsistencies across different systems and avoiding time-wasting re-keying of information.
- Customer-centric: generates a single view across all channels to help identify trends and opportunities to reduce attrition and increase sales.
- Record customer-to-customer relationships, allowing you to maintain a link between family members, group companies or employees/employers.
- Produce customer statements and correspondence that combine details from all related accounts and customers, for a complete view of customer accounts and activities.
- View a summary of a customer's accounts in single or multiple currencies and drill-down to retrieve detailed information including individual transaction history and details.
- Track and control a customer's product portfolio quickly and easily.
- Maintain organisation-specific data, and tailor the application to your unique needs with user-definable fields and edit capabilities.
- Set up unique customer access codes to streamline brand identification, routing, and protection of sensitive data by customer type and employee authority level.
- Maintain the integrity of your customer database with the combine/merge customer option and report to reduce duplicate and erroneous customer records.

## Company Overview

Fiserv is a technology leader providing financial solutions to more than 16,000 institutions in over 65 countries. With clients all over the world, we are able to apply the knowledge gained in one market to the challenges of another. Our retail banking solutions are supported by offices in China, Colombia, Costa Rica, England, Poland, Indonesia, Philippines, Singapore, Australia, and the United States. Fiserv combines unrivalled technical and retail banking expertise to meet the needs of a variety of financial institutions, including retail, commercial, private, and central banks; building societies; finance companies; credit unions; and insurance companies.

### Fiserv CBS Worldwide

USA, Latin America, Caribbean and Canada  
600 Colonial Center Parkway  
Lake Mary, FL 32746  
Tel: +1 407 299 5400  
Fax: +1 407 531 1775

Europe  
7 Roundwood Avenue  
Stockley Park, Uxbridge  
Middlesex UB11 1AX  
United Kingdom  
Tel: +44 (0) 208 833 3000  
Fax: +44 (0) 208 833 3030

Asia-Pacific  
30 Cecil Street  
#22-01 Prudential Tower  
Singapore 049712  
Tel: +65 6533 9288  
Fax: +65 6533 8911