CRM Application Management

◼ THE CHALLENGE

Banca Popolare di Sondrio was looking for a Supplier to manage its CRM application.

The Partner had to guarantee:
· reliability;
· monitoring and control of the application;
· planning capabilities;
· adequate response times;
· quality of delivery.

The Partner would not only have to deal with corrective actions but would also have to take over the evolution process for the application in line with the Bank's digital transformation plan and in synergy with the client's technical and the business departments.

◼ THE SOLUTION

Fincons proposed a plan that put the team in charge of the whole application in just few months in total autonomy, without involving the previous supplier.

The team was able to rapidly acquire all the necessary skills:
· functional skills relating to the processes managed by the application;
· technical skills relating to the code developed;
· operational skills to manage and share actions required.

At the same time the team also prepared a knowledge base covering the core components of the application for the Client, with the aim of sharing the skills acquired and of making them available for further consultations.

The service was structured according to the ITIL standard previously adopted by the Bank, in compliance with agreed service levels and providing reports to align the Bank on the activities managed.

◼ THE BENEFITS

The approach adopted by Fincons established effective collaboration with the Bank departments, sharing the information relating to the actions taken with them both to avoid disservices and to help the application evolve.

Quality service level was significantly increased thanks to the reduction of software bugs and improvements both on intervention capabilities and on delivery.

The degree of control combined with the new skills acquired are also allowing the Bank to focus on a medium-to long term evolution journey, in line with the overall CRM innovation strategy and its integrated multi-channel applications.