

CRM in Financial Services

A Practical Guide to Making Customer Relationship
Management Work

Bryan Foss & Merlin Stone

IBM Logo





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Bryan is CRM Solutions Executive for IBM Global Financial Services. He is currently leading an IBM business providing and integrating application-based CRM solutions for retail banks and other financial services companies worldwide. Typical B2C and B2B projects have included pragmatic customer management consulting, data warehouse and marketing database build, data analysis and data mining, and integrated customer campaign communications, including contact centre, Web and mobile e-business through direct and intermediated channels.

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Foreword from the Industry General Managers of IBM's Financial Services Sector

Customer relationship management, customer loyalty, customer centricity. These are all variations of a great idea – knowing your customers and understanding their needs. It is an idea that IBM has been working on with financial institutions worldwide for many years. During this time we have gained many insights into CRM: what works and what does not, what things need to work together, how long things take and what traps we need to watch out for. One lesson learnt is that there is no simple, universal recipe for managing financial services customers better, to mutual benefit. However, we have begun to assemble 'best practices', drawing on the collective experiences of our global team. This book brings together that knowledge, drawing on the breadth and depth of IBM's own expertise and that of our clients and business partners.

We're pleased at the storehouse of knowledge and practical advice reflected in this book, and we hope it helps you. Treat it like a resource book, not a recipe. Please give us your feedback on ways to make this material even more useful.

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BRYAN FOSS

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MERLIN STONE

This book is the culmination of a lot of hard work, not just by Bryan and myself, but also by the many colleagues at IBM and other companies and organizations who have contributed to the book, so thanks are due to all the contributors, many of whom I had to hound to produce their contributions on time.

However, all the experience that enabled us to produce this book has come from working with our clients all over the world. Naming individual clients would be inappropriate, and in some cases it would breach confidentiality agreements, so I hope those clients who read this book feel properly appreciated by us!

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