

PERSONALISED CONTENT AND COMMUNICATION WITH EVERY CONTACT, GLOBALLY AND LOCALLY...

...the spyder customer alignment management system for investment banking

●● ALIGNMENT INCREASES REVENUES ●●●●

An investment bank's principal service objectives are (i) to strive to obtain and maintain a superior relationship with its targeted clients in respect to the types of products it offers and (ii) to ensure that each of its current products are presented to the most appropriate prospects and that such prospects are well disposed to "hearing the product out".

Universal to any selling organisation is the need to ensure that whenever it liaises with a client, what is said is directly relevant to the client: if an organisation consistently demonstrates that it does not understand the needs of the client or frequently pitches products that are not aligned with the client's needs, the client will quickly gain the impression that the organisation wastes their time and hence become ill-disposed to that organisation.

Therefore the degree to which an investment bank is successful in ensuring service alignment with its clients will be directly reflected in its revenues.

SPYDER'S CORE IS ITS PRODUCT MATRIX

This defines the types of products that an investment bank offers. The product matrix can be configured to suit any business but typically in the global investment banking world it will be "industry sector", "market" and "capitalisation" for equities and "credit quality", "market" for debt products.

Engage Solutions Spyder Client Alignment Management System incorporate a unique product definition matrix which, rather than defining specific products, describes the nature of investment banking products. The system uses this matrix to help investment banks manager and monitor the alignment process..

The use of a product definition matrix is paramount to investment banks because managing clients based on specific product occurrences is not practical: investment banking products are inherently temporary (e.g. "we are raising capital for a US Technology company" or "we have a sell recommendation on a British property holdings company").

Spyder's product definition matrix defines a common frame of reference for everything in the system. Examples are:

- when associated with a client contact, it is interpreted as the types of products the contact is interested in;
- when associated with a member of staff, it defines what the staff member specialises in;
- when associated with a research document or a marketing campaign (e.g. a company roadshow), it defines who the document should be distributed to or the campaign targeted at.



● ● SPYDER USES THESE MATRICES TO ASSIST ORGANISATIONS AND THEIR STAFF TO ENSURE ALIGNMENT ● ● ● ●

Examples of functions that leverage the matrix are:

- Generating contact lists, for campaign, call or research distribution reasons: Unlike many customer management systems, lists are generated dynamically. This means that if a client's interests change, lists will automatically adjust preventing misalignment;
- To assist in defining client coverage: who are the best people to support a client or who should we assign a new sales staff to;
- Establishing distribution capability: We are considering the following product, who in our clientbase may be interested in it;

SPYDER BENEFITS:

- Manages relationships between a distributed Organisation and its distributed clients;
- Provides client activity statistics and management through the tracking of client and product related events;
- Provides internal resource activity statistics and management;
- Targets product to specific and relevant customer contacts;
- Manages all documents that have been published by the firm (including the production thereof) and tracks feedback.
- Manages the corporate mail list and automatically distributes documents through e-mail and in printed form.

“*Spyder has helped us to maintain a clear understanding of who our contacts are and what are their specific needs in respect to the products that we offer. The system helps us considerably in managing service levels and to target clients when specific products needs arise.*”

Spyder's ability to profile customers needs define precisely what research is relevant to each of our customers and over which media channel we should convey these products. This has helped us keep control of our communications with clients as well as the associated costs.”

Alistair Reid,
Managing Director, ING Wholesale Banking

One of the problems of all client management systems is the issue of keeping track of a large number of clients, over time people change jobs and/or their interests change. Unless the system is kept current, it ceases to provide value in terms of ensuring alignment (“Garbage in/Garbage out”).

Spyder directly addresses this problem by analysing every data input be it, amongst others, the establishment of a new relationship between staff and a client, the transmission of an email or the

sending of a research document. Every time it detects misalignment it alerts relevant staff of the misalignment. Such misalignments may be genuine data errors but also may be resultant from a change in client interests an ideal sales opportunity. Regardless of the cause of misalignment, fast action by sales staff can either pick up new opportunities or position them to proactively apologise for the misalignment before losing a contact's goodwill

●● CONTROLS COST - CLIENT PRIORITISATION AND STAFF COVERAGE MANAGEMENT ●●●●

In investment banking, the servicing of clients is resource intensive. The nature of the products involves complex projections and opinions. Whilst these are normally documented, clients will usually need to explore the products verbally. By their nature, staff capable of servicing clients is therefore limited and costly.

To address this issue Spyder provides for the tiering of clients according to multiple tiering schemes. So in the example above there may be a tiering scheme from the Japanese perspective and a different one for the US perspective.

Spyder also incorporates a sophisticated client coverage subsystem that assists banks in setting up coverage of the client (who in the bank should be servicing whom at the client) and to monitor the effectiveness of the coverage.

By monitoring service statistics, banks can quickly identify where service is not happening, determine why this is the case and, if appropriate, reallocate costly resource to where it will be more effective.

●● CLIENT RECORDS - KEEP STAFF INFORMED AND MAINTAIN AUDIT TRAILS ●●●●

Records of all communications, telephone, email or document distribution, are recorded in Spyder. Communications may be between the bank and the client, internal or combination thereof.

Spyder provides users with ability to recall and review all activity in a "bulletin board" like manner, from multiple perspectives.

For example, an account manager, salesman or analyst can review all activity with a client firm, a specific subsidiary or contact; conversely line managers can monitor who the specific staff have been servicing.

In a high volume situation, the flow of communications between the bank and a large client can be substantial. To help users keep track of information in which they are particularly interested,

Spyder incorporates an alert subsystem, whereby users can subscribe to specific types of event and ask to be alerted if and when such an event happens. For example a research analyst based in Asia may request that whenever anyone corresponds with the bank about his latest research idea, he be sent an alert. This helps to keep stakeholders up to date without having to frequently refer back to the system.



● ● **Spyder is a comprehensive solution that fulfils all aspects of servicing investment banking clients.**

The system is centred on a unique product matrix that takes into account the fact that investment banking products are short lived and that the alignment of service is the key to maximising revenues.

The system brings transparency to activities taking place inside an investment bank and provides the tools needed to target products and manage resources in as cost effective manner as possible.



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