

# The Capital Markets Division of a Global Bank

NexJ's client is a Global Bank who provides financial services and products to corporates, governments, and institutions. They partner with their clients to help them achieve consistent, long-term performance while delivering commercial opportunities in both developing and developed markets.

## CHALLENGES, CONCERNS, AND CHOICES

The bank decided to migrate off their existing Siebel system. The Siebel system was at the end of its life, had no internal support or development, and hadn't been upgraded since 2008. As a result, the bank was experiencing poor user adoption and was unable to provide the superior level of service clients expected. The bank wanted to provide a system with a modern user interface and enhanced CRM functionality to drive user adoption, improve productivity and efficiency, and offer a better user experience. They wanted a software that could easily integrate with their existing systems, allow them to adapt to new technologies, and enhance their system as their requirements changed over time.

To meet their goals, the bank was looking for a modern CRM software that supported their UI standards, delivered best-of-breed CRM functionality, and made it easy for users to complete their work. They chose NexJ CRM because it was the only software that provided financial services CRM with a specific focus on capital markets. NexJ is a highly configurable software that enables firms to define best practices and embed them in flow-based user interfaces that prioritize work and drive the user experience. With NexJ, the bank can provide only the relevant information to a user based on their role, including customer coverage and tasks, so that the user knows what has happened and what needs to be done next. Additionally, NexJ provides tools that make it easy for users in different regions and with different specialties to share information and work together on opportunities. The rich collaboration capabilities in the NexJ software ensure that every individual involved in servicing a client understands the client's tier, relationship with the bank, past and current activities and interactions, opportunities in progress, and planned opportunities, and can contribute in a meaningful and efficient way.

## IMPLEMENTATION AND INTEGRATION

In addition to modernizing its CRM, the bank had specific technology goals that NexJ was able to meet:

- increasing efficiency and time management with the ability to tailor the user interface
- implementing a superior technology platform that could consume the bank's custom security model and integrate to any data source
- increasing user adoption through integration and automation
- improving self-sufficiency by leveraging NexJ Domain expertise while building in-house capability

### Challenge

- Migrate existing workflows and data to a new system
- Drive user adoption and improve the user experience
- Manage project complexity, cost, and data quality post-migration
- Drive collaboration both within a team and globally
- Integrate multiple components from their existing framework

### Solution

- NexJ CRM deployed and integrated with preexisting systems
- Agile approach allows NexJ to implement features dynamically and respond to user feedback

### Results

- **Delivered all enterprise knowledge about a client** in a comprehensive client-centric view without the cost and complexity of data duplication
- **Increased user adoption** by automating repetitive tasks, integrating existing components into a seamless desktop, and driving collaboration
- **Increased sales and revenue** through improved customer satisfaction
- **Provided greater flexibility** through rapid deployment and prototyping in a live environment

## ***Modern User Interface***

The bank was looking for a number of user interface enhancements very specific to the way they run their business to improve efficiency and time management. NexJ worked with the bank to design a compelling, modern user experience that fully aligned with the bank's internal Evolve standards. The new UI was branded specifically for the bank and included rich data visualizations, dashboard metrics, and UI paradigms that align with Google Material Design standards. The resulting UI design is so powerful that NexJ is incorporating many of these paradigms in our core product. The bank recognized that no other vendor could provide this level of responsiveness to client needs. Among the changes, one of the more important was highlighting the next best action for a user, improving the user's time management by eliminating the need to mentally prioritize. These features have improved the usability of the system, an important factor in achieving high user adoption – the key to any successful CRM project.

## ***Superior Technology***

The NexJ Enterprise Application Platform was designed to provide rich, powerful, and easy-to-use integration capabilities. NexJ's integration framework has many flexible integration options that enabled the bank to easily offer users seamless access to their data. This includes the ability to access information when away from the office, on mobile or tablet devices, so that information is available anywhere and anytime. Because NexJ provides multiple methods for accessing client, account, and company data at source, without the need for data replication, the bank can present all enterprise knowledge about a client in a comprehensive client-centric view without the cost and complexity of data duplication. This capability also eliminates the risk of conflicting data residing in the CRM software and back-office systems between backups. In addition, the platform is able to consume the bank's custom security model.

## ***User Adoption***

In NexJ's experience, lack of integration, poor usability, and fragmented access to enterprise data are some of the biggest obstacles to user adoption. NexJ's flexible integration allows the bank to weave all enterprise data together into a comprehensive client view, automate client-centric business processes, eliminate the rekeying of data to multiple systems, and provide seamless access to the complete functionality each user needs to service clients, all in a single application. Our approach was to supply a seamless, integrated desktop that supports efficient business processes across many functions, while offering a holistic view of the client. In this way, the bank was able to provide its users with a software they want to use, as they can better understand the totality of the client relationship across business function and channel, and easily complete their daily workflows from a single application.

## ***Self-Sufficiency***

One of NexJ's key differentiators is the long-term partnerships we develop directly with our customers. Partnering with customers during their initial implementation is a critical component of our strategy, allowing us to best understand their business and deliver a software that aligns with their overall strategy. NexJ is a software provider that delivers both the software and implementation services, yet provides the flexibility to use an alternative services provider for future system enhancements. We partner with clients to provide training throughout implementation to help our clients become as self-sufficient as they wish. NexJ worked with the bank to ensure that their resources had the skills and knowledge to use and support their software. By providing knowledge transfer to the bank's resources throughout the implementation, NexJ ensured that the project and the team will have ongoing success.

## DYNAMIC DEVELOPMENT AND AGILE METHODS

To meet the bank's requirements, NexJ employed a highly agile approach that incorporated prototyping in a live environment where NexJ employees work, and where the bank employees provide direct feedback. As a result, NexJ has been able to receive feedback, respond, and deploy changes weekly to production. The speed of deployment and principles of agile are indicative of modern development paradigms and have set the new standard for NexJ's development. This allows the NexJ project team to have the right discussions, and to respond to the bank's concerns in real time. This delivery model was key to the bank's project success and essential to the long term partnership with NexJ.

## INCREASE USER ADOPTION AND PROVIDE BETTER CUSTOMER SERVICE

Currently, the bank has completed phase one of their migration. NexJ has been prototyping in a live environment and incorporating feedback immediately into the product, letting the iterative process drive user adoption by effectively allowing the users to see the system being built day-to-day using their business processes. By partnering with NexJ, the bank can grow and adapt their software as needed, when needed, and achieve a no-compromises software.

### *Single Vendor Approach*

One of the key differentiators for the bank in choosing NexJ Systems is our single vendor approach. NexJ provides a vertical CRM software for the financial services industry, and we implement our own software. As a single vendor, NexJ is the sole point of accountability for a successful implementation. This means that if the bank has concerns or issues, they only need to contact NexJ to get the issue resolved rather than having to deal with multiple vendors. This is especially important in a large integrated project where a technology modification may be necessary; as both the manufacturer and implementer of the software, NexJ can respond in a timely manner.

For more information about NexJ CRM or to learn how NexJ Systems can help you modernize your systems, visit [www.nexj.com](http://www.nexj.com) or email [info@nexj.com](mailto:info@nexj.com).



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### About NexJ Systems

NexJ Systems is a provider of Intelligent Customer Management software for the financial services industry. The Intelligent Customer Management suite is comprised of NexJ's award winning-products that use artificial intelligence to optimize customer management and increase advisor productivity, and cognitive applications that use machine learning to recommend the right actions to work smarter and faster.