

Can “Pop-Up” Technology Activate
Your Frontline Cross-Sell Efforts
and Save Your CRM
Implementation from Failure?

A 360 View White Paper

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360 View™

Can “Pop-Up” Technology Activate Your Frontline Cross-Sell Efforts and Save Your CRM Implementation from Failure?

Between 30%-70% of CRM implementations fail to achieve expected ROI, depending on which statistics you choose to believe. Why? It's simple. CRM is more than just a technology acquisition; it is a business culture with well defined and measurable business objectives. As software goes, your CRM may be the best, but your business culture may find a disconnect from the technology and the job of servicing the customer.

“I don't have time to check CRM when I am with a customer”, “CRM requires too much of my time, time I would rather spend with the customer”, “I put a lot in [to CRM], but get little back”—all common responses from a culture that has yet to be convinced of the value of CRM. Without convincing or without actionable plans to carry out, this culture will not produce ROI results.

CRM is the tool whereby your business culture of relationship building is defined and put into measurable objectives. Like any General, you, the General in command of CRM, already know your strategic plans must ultimately be executed at the frontline; in this case, at the point of customer interaction. The moment when your employee and customer interact is your MOO (Moment of Opportunity) where your well-designed plan is put into play, where the relationship ball is either picked up or dropped.

So, let's start there!

A valued customer comes into one of your local branches to make a deposit. She is greeted by the teller and her deposit ticket entered. Here is where you are faced with two outcomes, 1) your teller finishes the transaction, hands your customer a deposit receipt, and your customer leaves happy and secure that their deposit has been properly taken, or 2) the teller enters the customer's account number and, acting on all the information you have stored in your core and CRM database, is prompted by a “pop-up” to promote a product/service cross-sell to the customer for which she qualifies. Then based on her response to the cross-sell offer, the teller can, with one click, initiate a referral for follow-up or indicate the customer's non-interest.

The difference between these two outcomes could be the difference between business as usual and securing this customer long-term while achieving user buy-in and an ROI boost to your CRM implementation.

“Frontline pop-up technology is not new,” says David Seger, lead developer for 360 View SmartPops, a frontline pop-up technology tool developed by inBusiness Services, Inc. “But it still has a low adoption rate simply because it has been a misunderstood technology and traditionally very expensive. We worked very hard to develop a tool that is easy to install, has low load on your desktop, is cost effective, and easy to use. We fully believe that in 3-5 years all CRMs will rely on frontline pop-up technology as the primary means to drive user adoption and ROI.”

This technology is the kind evolution of what might be most easily understood as “spy-ware” into a tamer version marketed under the moniker corporate desktop application monitoring software. Well-developed monitoring software can easily be installed on any workstation to monitor your web-based or desktop applications for customer unique information. Simply, you tell it what application and which fields within the application to monitor, and it will do so in the background as you work.

Let’s take, for example, the teller we mentioned earlier processing a customer’s deposit. As the teller enters the customer’s account number to record the deposit, the application monitoring software recognizes the numerical string entered and quickly queries your CRM database for any cross-sell or alert opportunity. If a match is found, then the system will pop a message over the teller’s current application (e.g. “Wish the customer happy birthday”, or, in the case of an e-statement cross-sell, “Would you like to help us go green and sign up for e-statements on your account?”). In cases of cross-sell, with one click, the teller can create a referral to sign the customer up for the new service and, just like that, move on to the next customer.

The unobtrusive nature of this technology bridges the gap from the wealth of customer information we collect and store in databases to the front-line personnel who have daily interactions with our customers. It simply allows you to put the right information at your employee’s disposal at the MOO (Moment of



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Opportunity) where employee and customer interact. There have been many management books written emphasizing the importance of taking advantage of these moments of opportunity with customers, but they have all lacked the technology component that delivers.

“We began using frontline pop-up technology in conjunction with our 360 View CRM about 18 months ago,” reports Jason Tonioli, Vice President of Marketing, Bank of Utah. “In one 12-month period, 3rd quarter of 2008 through second quarter 2009, we generated around 2,700 referrals using frontline pop-up technology for our Go Green E-Statement Campaign. But more amazing, we closed nearly 90% of those frontline referrals resulting in over \$60,000 bottom line savings from this one campaign alone. In addition, our frontline staff received over \$12,000

in referral bonuses as a result of the campaign, creating a win-win for everyone.”

If you want to ensure user acceptance and ROI when implementing a CRM solution, you will want to make frontline pop-up technology a requirement of any CRM purchase. When combined, these two technologies can boost your CRM ROI by as much as 400-500% over the next 12 months. And at the same time, convince your employees that the CRM “get-back” is far greater than they ever imagined.

“This technology, when combined with CRM, will open up your marketing campaign opportunities to a level you never imagined”, concludes Jason Tonioli. “It is CRM on steroids and a must have for any marketing executive.”

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About the Authors

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About inBusiness Services

inBusiness Services is the developer of 360 View CRM, a customer relationship management software system. The 360 View CRM system helps community financial institutions with Sales Automation, Contact Management, Call Center Tracking, Employee Goals and Incentives, Campaign Marketing, Frontline Cross-Sells, Delinquency Management, Customer Profitability, and Asset Pricing. It is simple-to-use software designed to create, track, and grow profitable life-long customers.

Founded in 2001, inBusiness Services is a privately held company supporting over 100 financial institutions throughout the United States and continues to be committed to its primary mission: to develop, deliver, and support the best relationship management software solution for financial institutions on planet Earth! Visit with inBusiness Services online at **www.threesixtyview.com**.