

## Financial Services

### Achieving service excellence in a cost constrained world

Sword Ciboodle helps financial services organisations improve the way they interact with their customers, driving down overall cost to serve whilst enhancing customer experience.

With financial organisations like BGL Group, JP Morgan Chase, Admiral Insurance and Standard Bank South Africa amongst our customers, Sword Ciboodle has been recognised as the only global leader in Process-Centric Customer Service Solutions.

In today's unsettled market, financial organisations serving retail, investment, and corporate customers must make the most of each customer contact, improve the effectiveness of frontline operations and strengthen customer relationships while quickly adapting their products and services to mitigate and maximise profitability.

Sword Ciboodle is the proven leader in customer service and sales software. Our unique process approach, underpinned by our award winning technology, provides a truly customer-centric solution, which reduces costs whilst delivering excellence in all customer facing channels for any size of financial organisation and any type of customer.

Sword Ciboodle's unified view of customer contacts, product and account information and real-time insight connects branches, contact centres, departments and channels. This helps to streamline critical business processes across touch points and brings financial services organisations closer to their customers to improve frontline effectiveness and efficiency.

Sword Ciboodle's flexibility makes their solutions fast to deploy, simple to customise, easy to manage and easy to extend. Financial organisations can then move at the speed business demands, bring new products to market in as little as 5 days and deliver real time business value in weeks rather than months.

Sword Ciboodle's dynamic and intuitive interface for agents, managers and customers alike makes it easy to use, easy to adopt and easy to deliver the right information at the right time, to the right user. Financial services organisations can then concentrate on increasing responsiveness and enabling a high-touch, truly personal customer experience.

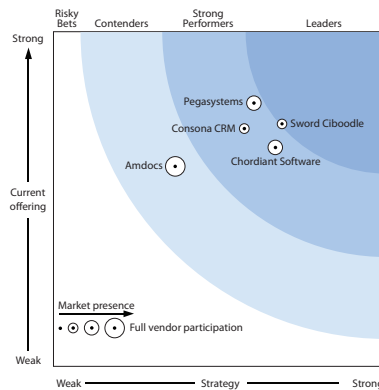


Fig 1. The Forrester Wave™: Process Centric Customer Service Software Solutions Q4 2008

## Standard Bank

### The Customer

One of South Africa's largest banks, handling over 40 million customer interactions annually.

### The Project

Consolidation of 23 disparate contact centres into 1 virtual operation in order to provide agents with a unified desktop and the power to please.

### The Results

- Reduced attrition rate in the contact centre saving £1.3 million
- Saved £16 million in operational efficiency in just 24 months
- First call resolution improved across all queries by 30%
- Average handling time fell by 17.1%
- Agent training time cut by 25%
- Winner of Gartner's CRM Excellence Award 2008

*“Sword Ciboodle has enabled us to stabilise our contact centre operations, provide a scalable platform for growth, improve customer satisfaction scores and reduce our cost to serve.”*

Marcel Hemmings, Business Sponsor  
Contact Centre Integration,  
Standard Bank South Africa

***“Sword Ciboodle is unique in its ability to understand the special needs of the Financial Services users.”***

Mary Pilecki, Senior Analyst, Forrester Research

# ***SWORD***

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