

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle

Financial Services

Achieving service excellence in a cost constrained world

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

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

In today's unsettled market, financial organizations 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 risk and maximize 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 services organization and any type of customer.

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

Sword Ciboodle's flexibility makes their solutions fast to deploy, simple to customize, easy to manage and easy to extend. Financial organizations 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 organizations can then concentrate on increasing responsiveness and enabling a high-touch, truly personal customer experience.

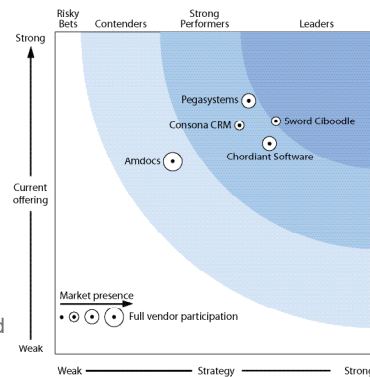


Fig 1. The Forrester Wave™: Process Centric Customer Service Software Solutions Q4 2008



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 centers 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 center saving \$2.6 million
- Saved \$32 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 stabilize our contact center operations, provide a scalable platform for growth, improve customer satisfaction scores and reduce our cost to serve.”

Marcel Hemmings, Business Sponsor
Contact Center 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

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For a complete listing of our products and services please visit our website

www.sword-group.com

Sword Ciboodle

125 South Wacker Drive
Suite # 1110
Chicago
IL 60606

t +1 312 447 5600

e info@sword-ciboodle.com

www www.sword-ciboodle.com