Salesforce in Financial Services Industry

TECHNOBANK 2023

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CTO, Kameleon Solutions

Changes Necessitating Massive Industry Transformation

The growing pressure on financial institutions

Disruptive Competition

Uber Money

libra

N26

Complex Regulations

PSD2

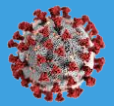
CALIFORNIA CONSUMER PRIVACY ACT

LGPD

Evolving Customer Behaviors

Willing to share data in return for personalized services

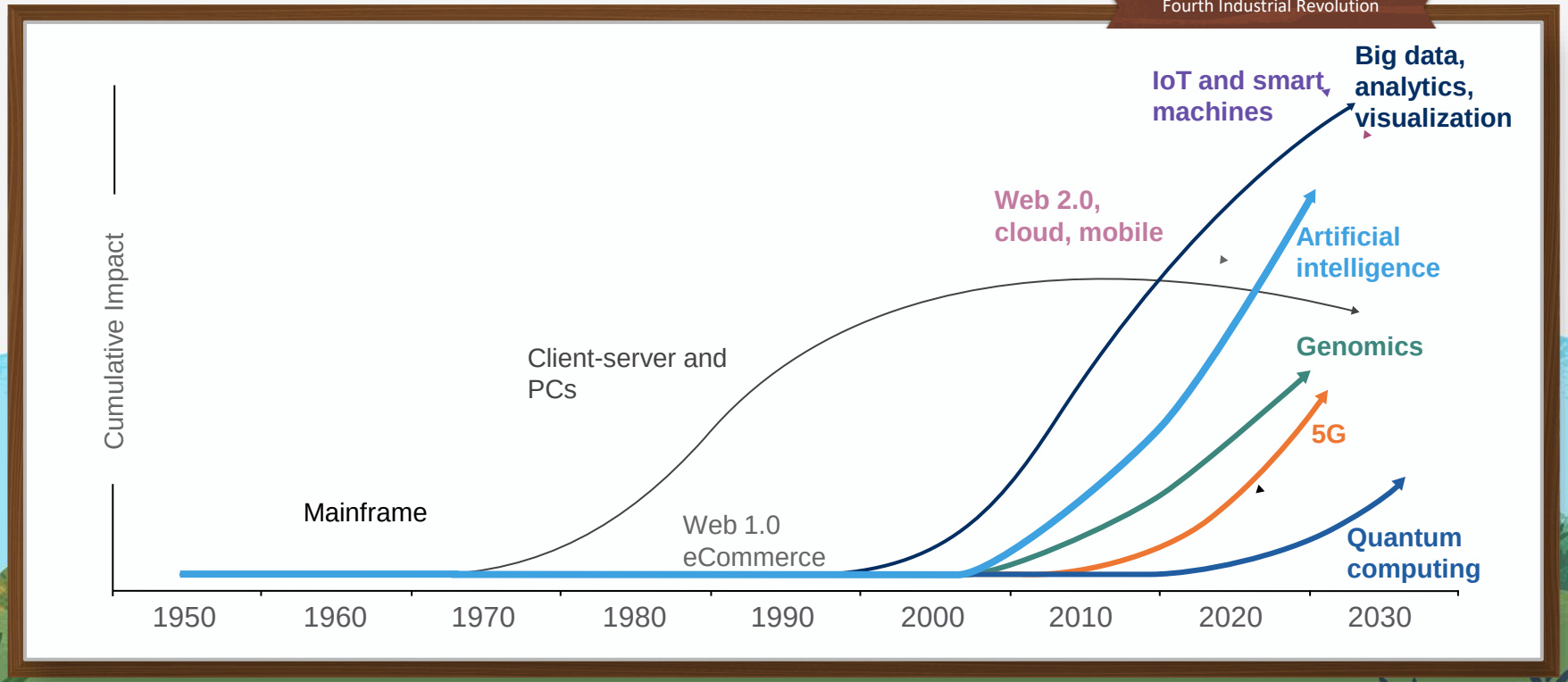
COVID & Global Crises



Acceleration of digital
Financial stress
Disrupted everything

The Pace of Technological Change is Not Slowing

Banks need to simplify, connect, and reimagine their operating models to survive



So Far, Transformation Isn’t Going So Well

Limited focus, budgets, sense of urgency, and executive commitment

Decades of Complexity Are Slowing Transformation

Preventing a unified customer and member experience

Fractured View of the Customer/Member

Duplicative Discrete Functions

- Branch
  - Accounts
  - Sales
  - Offers
  - Transactions
  - Onboarding
  - Teller
- Contact Center
  - CTI
  - Chat
  - Offers
  - Inquiries
  - Transactions
  - Voice
- Online
  - Products
  - Transactions
  - Inquiries
  - Leads
  - Chat
  - Contact
- Mobile
  - Email
  - Inquiries
  - Offers
  - SMS
  - Email
  - Transactions
- Financial Center
  - Accounts
  - Transactions
  - Offers
  - Inquiries
  - Statements

Business Silos

- Retail
- Commercial
- Wealth
- Insurance
- CIB

Complex Integrations

- Identity & Security
- Notifications
- Email
- Fraud Detection
- Campaign Services
- Business Rules
- Leads
- OCR
- Encryption & Audit Trail
- MIS
- Forms & Doc Mgmt
- Customer Interactions
- Data Lake
- Workflow

Core Systems

- Mortgage Core
- Lending Core
- Deposits Core
- 3rd Party Data Services
- Credit Cards
- G/L
- Customer Master
- Deposits Core
- G/L
- Customer Master
- Policy & Admin
- Payments/POS
- Mortgage Core
- 3rd Party Data Services
- Payments /POS
- Policy & Admin

Salesforce Enables Simplification

A foundation for reuse and enterprise orchestration upon which transformation can be successfully built

Logical 360 View of Customer

Branch | Contact Center | Online | Mobile | Financial Center

Reusable Enterprise Processes

Journeys | Leads | Needs | Opportunities | Onboarding/KYC | Originations | Loan Apps | Complaints/Disputes | Service Transactions | Renew & Advise

LOGICAL CUSTOMER VIEW

Connected LOBs

Retail | Commercial | Wealth | Treasury | Corporate

Enterprise Services

Identity & Security | Notifications & Alerts | Knowledge | Queues | Profiles & Permissions | AI Services | Business Rules | Workflow | Data Extensions

Encryption & Audit Trail | Forms & Doc Mgmt | Interaction History | Collaboration | Identity | Mobility | Shield | Campaign Services

Reusable Integrations

ETL | API's | Virtualized Data Access

Core Systems

- Mortgage Core
- Custome r Master
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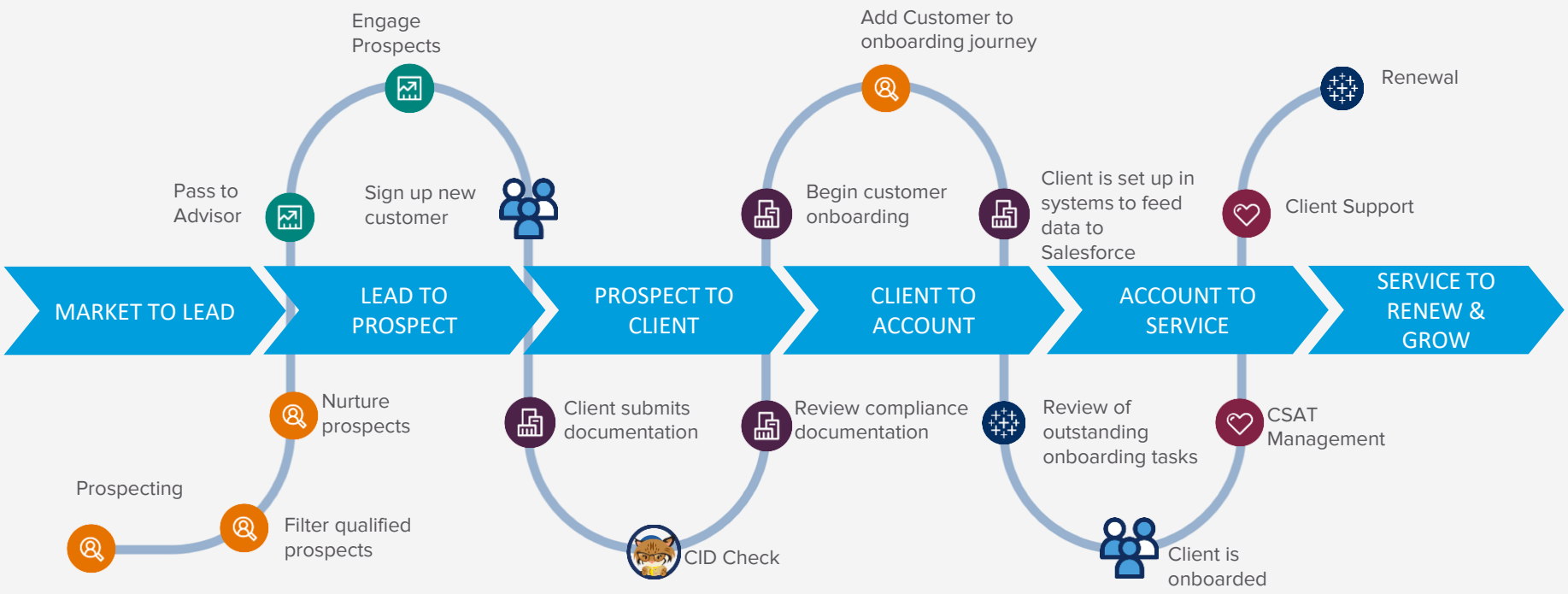
Know Your Customers in 360 overview - ULTIMATE GOAL

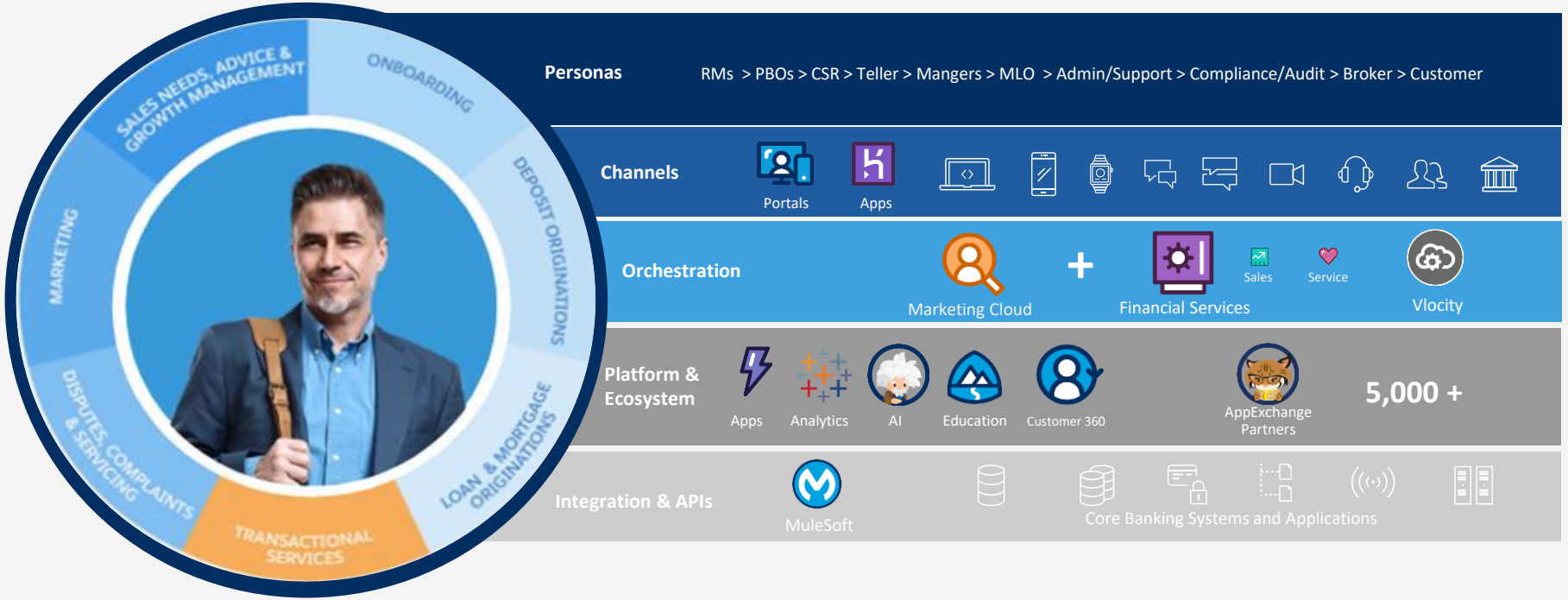
The central nervous system

Salesforce delivers on the Client Onboarding Lifecycle



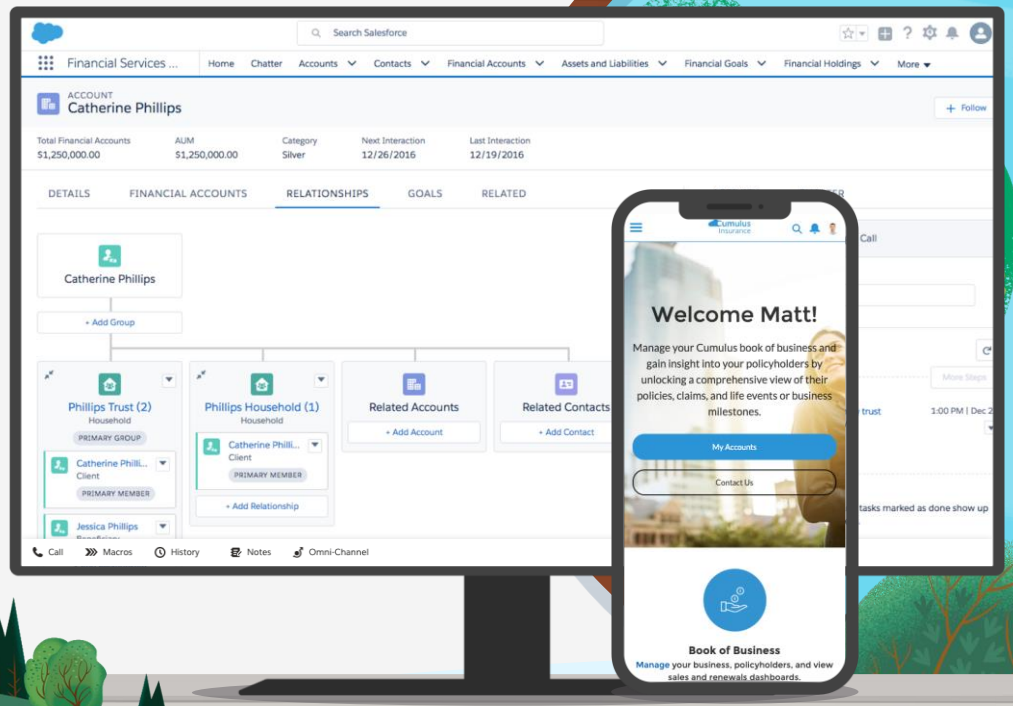
The Salesforce Platform for Banking

Power of Financial Service Cloud



Out-of-the-box Innovation for Every Sub-vertical

22 Releases since 2016



Corporate & Investment Banking
Ensure Compliant Interactions and Accelerate Deal Execution

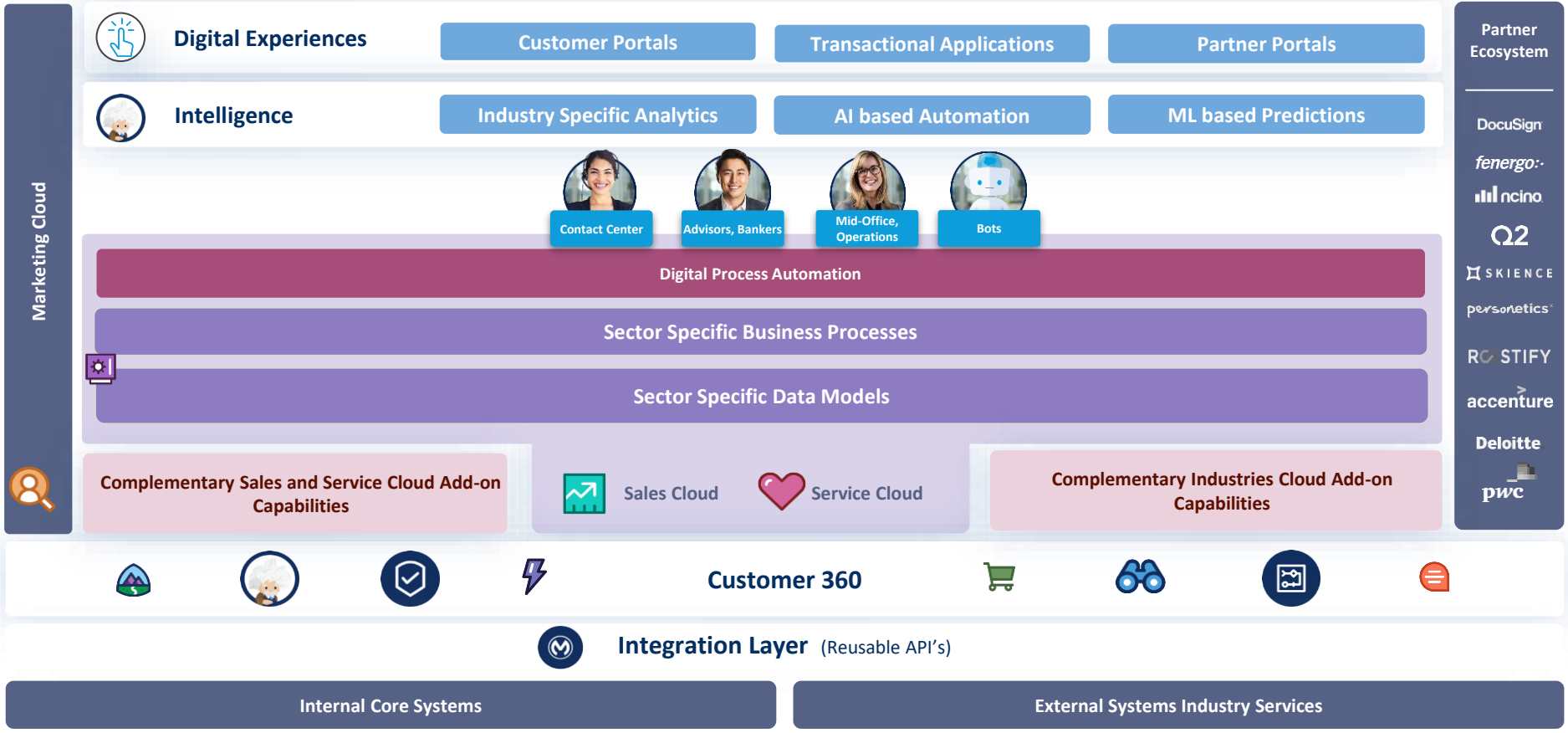
Insurance
Transform Policyholder and Producer Engagement

Mortgage & Lending
Streamline Digital Lending From Application to Loan Origination and Service

Retail Banking
Elevate Digital Experiences from Onboarding to Service

Wealth Management
Get Complete Client Financial 360

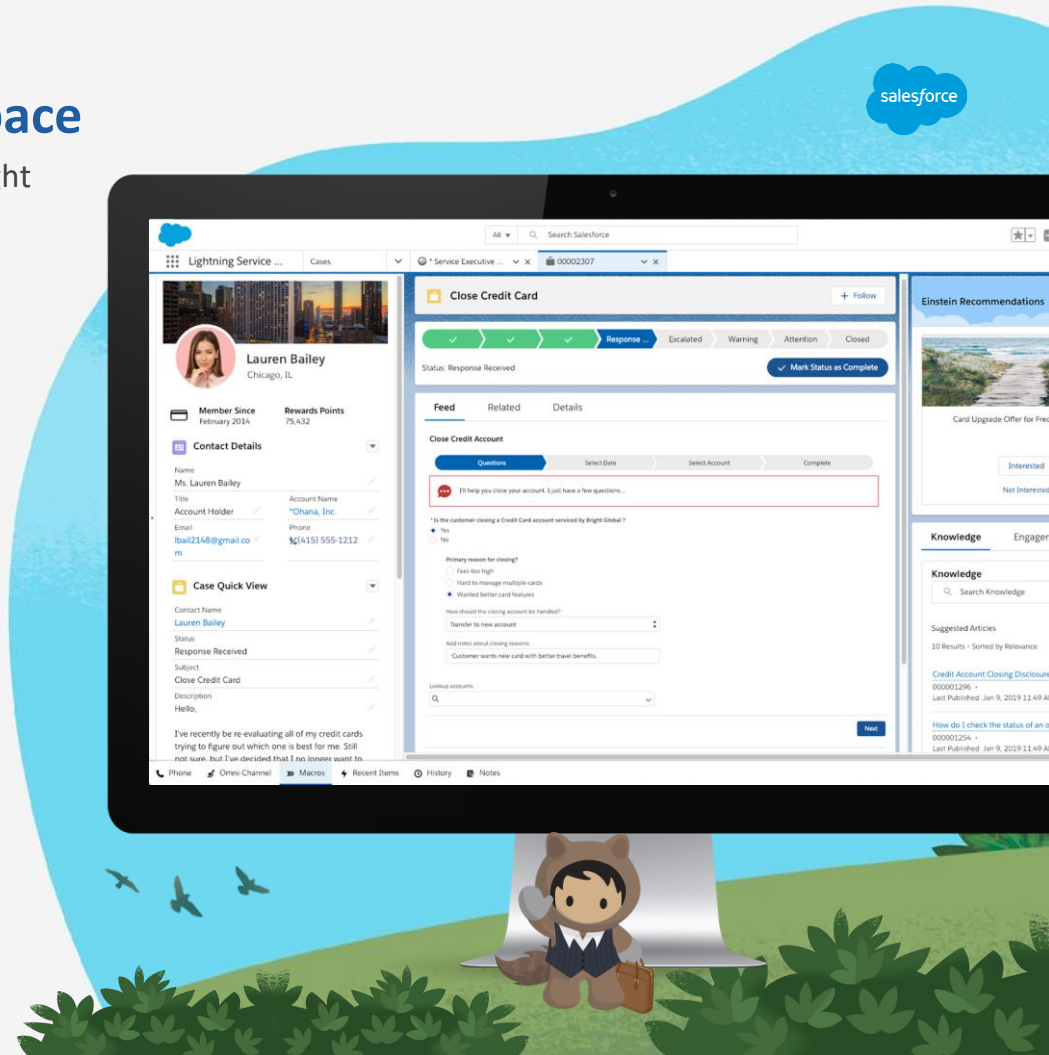
Financial Services Cloud - High Level Architecture



Take Action from a Single Workspace

Give agents and bankers relevant information at the right time to serve customers across any channel

- Case Management
- Dynamic Content Layouts
- Macros and Quick Text
- Contextual Knowledge
- Unified Routing
- Simple Configuration and Customization
- 360° View of the Customer Connected to the Entire Bank
- Workflow Automation with Lightning Flow
- Embedded AI
- Telephony Integration
- SLAs and Entitlements
- Custom Reports
- AppExchange
- 3rd Party Data Integration



Give Bankers a Single Source of Truth

Financial Services Cloud

Unlock Customer 360

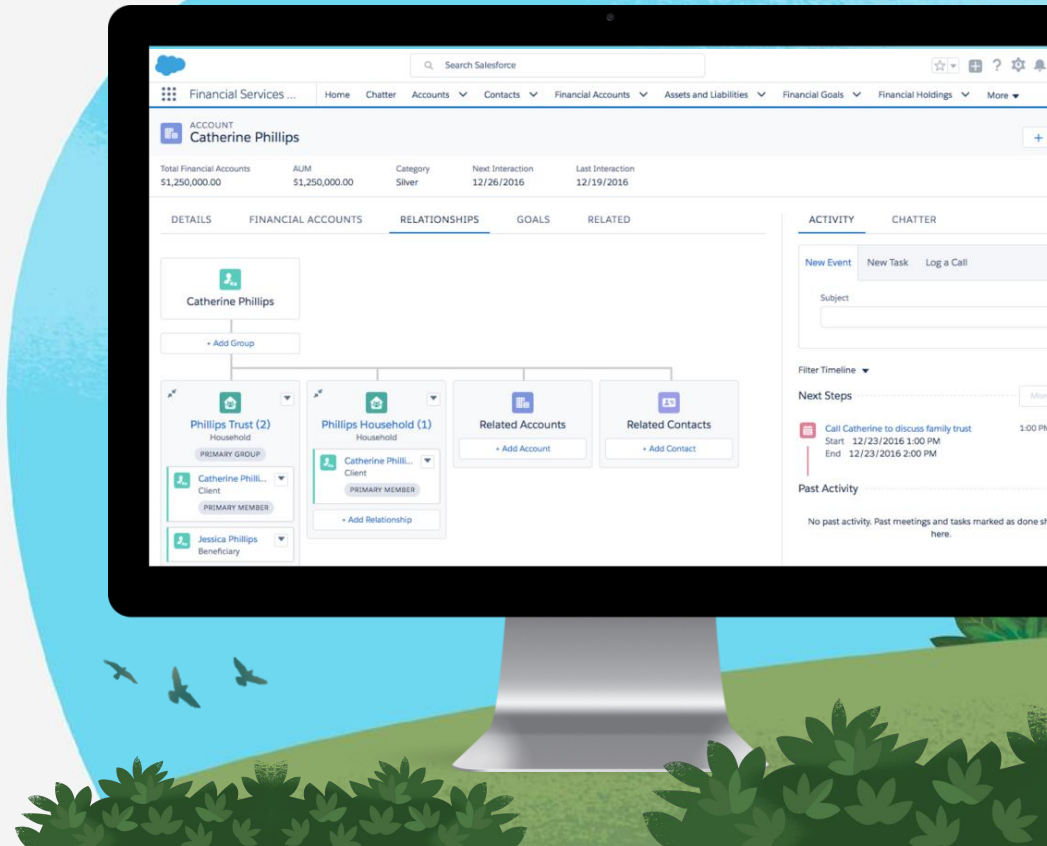
Enable one view of the customer by capturing all customer interactions across the bank

View Household Relationships

Link multiple customer accounts to a household, creating a total relationship view

Deliver Relevant Service

Resolve customer issues by viewing service requests and all related interactions in one single case record



Make Every Customer Interaction Smarter

Einstein

Score and Route Leads and Referrals

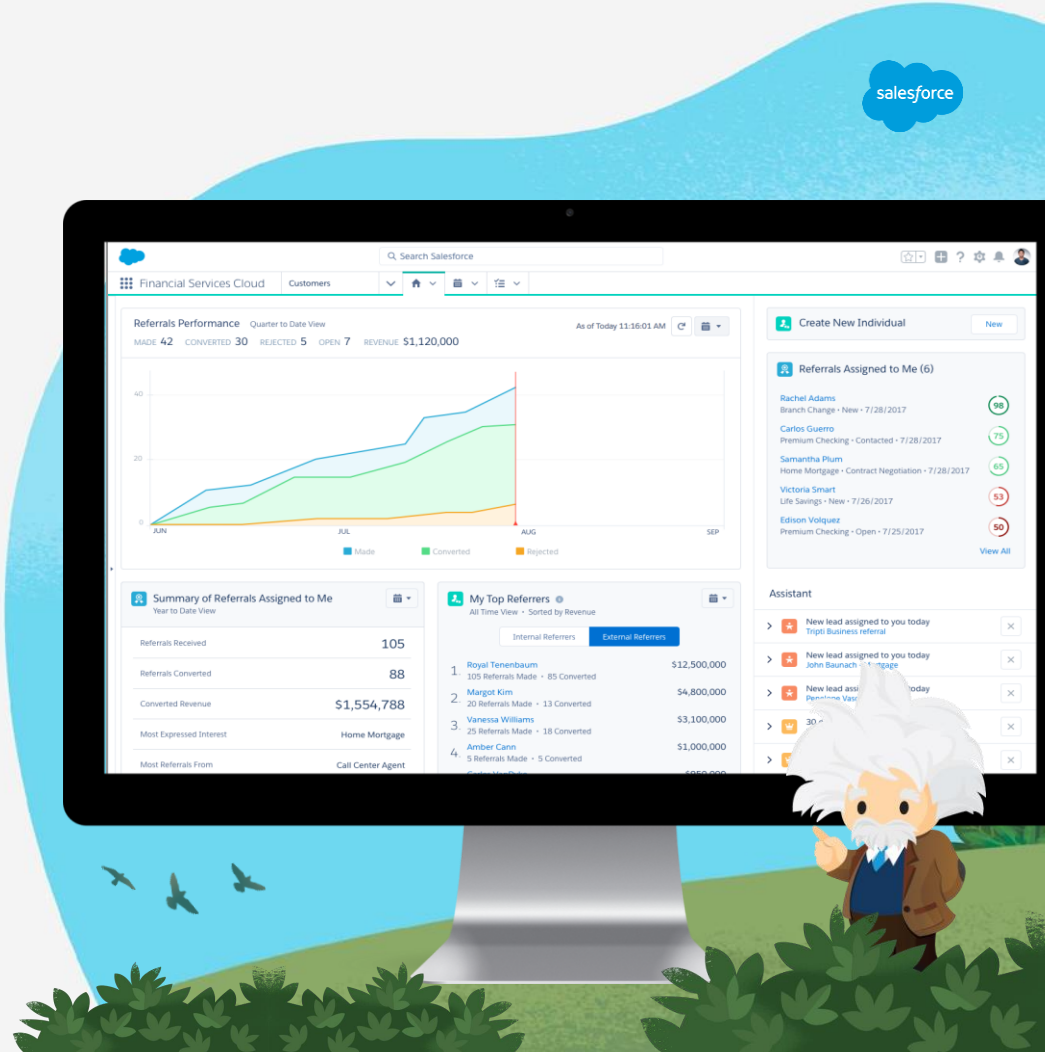
Use sales history to prioritize leads and referrals, display score factors, and route them to bankers

Deliver Next-Best Actions in Context

Combine business rules and predictive models to surface the right offer at the point of maximum impact

Optimize Service with Actionable Insights

Take action from deep learning with predictive service KPIs and AI-powered recommendations*



Salesforce

Customer 360 **Analytics**

World's leading analytics solution

Smarter Analytics

- Visual and easy to use
- Ask questions in natural languages
- Executive line-of-sight into the entire business

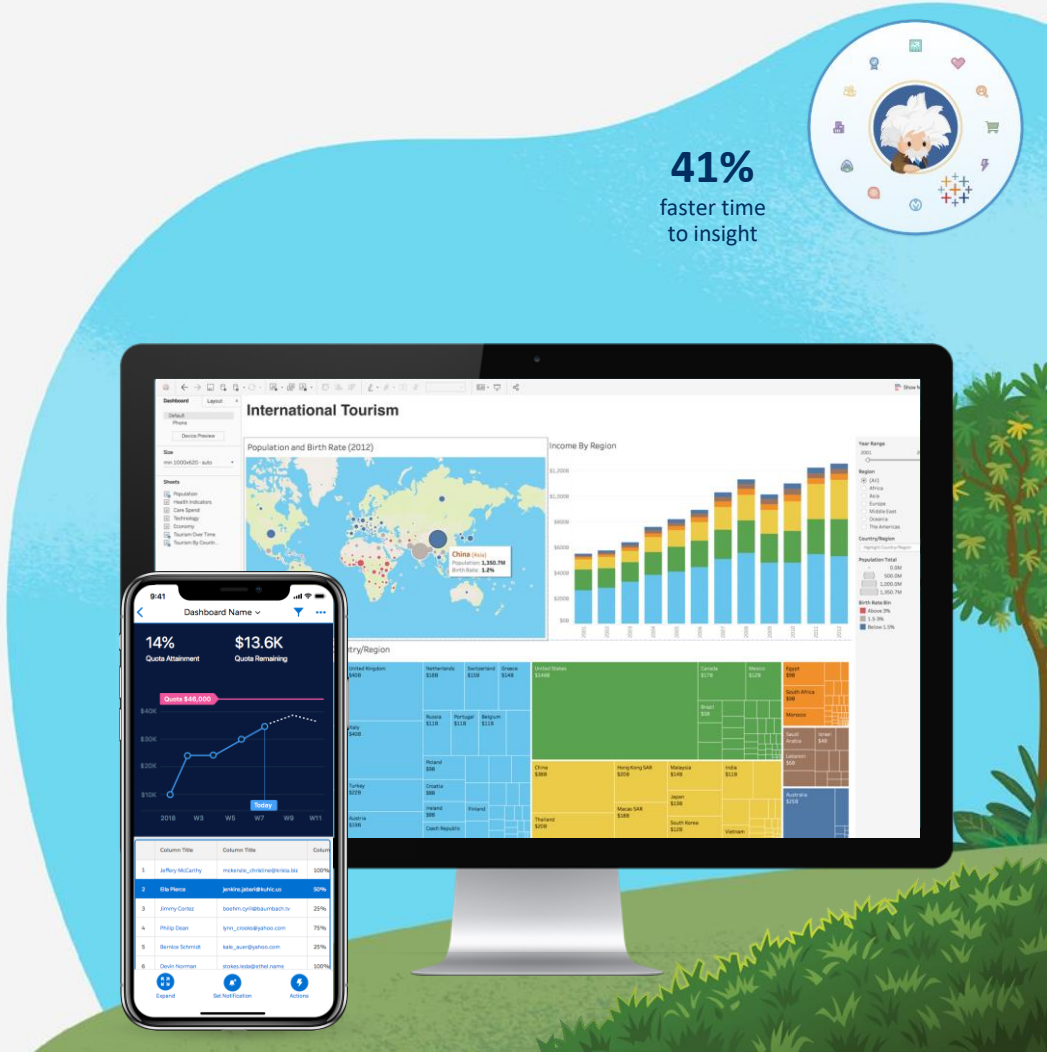
Trusted, Integrated Platform

- End-to-end data and analytics capabilities
- Artificial intelligence and advanced analytics
- Security and governance

Enterprise-Wide Analytics

- Scale to the whole organization
- Interactive dashboards and collaboration
- Native in the CRM banker workflow

41%
faster time
to insight



tableau

salesforce einstein analytics

Revolutionize Sales Processes and Boost Productivity

High Velocity Sales

Deliver a Unified Sales Experience

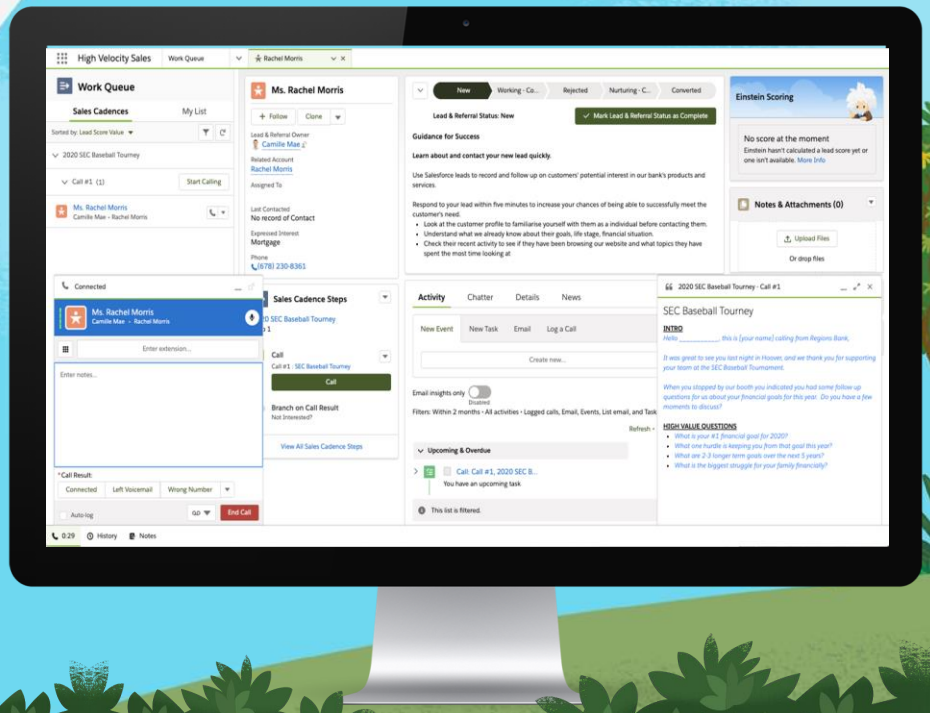
Give bankers more time to focus on customers with everything they need to nurture sales conversations, all in one screen

Call Customers or Prospects with One Click

Use a native Lightning Dialer to raise productivity by putting click-to-call right into the banker's console

Take the Best Next Step, Every Time

With work queue automation, one glance is all a banker needs to find the right next step to take with a lead



Experience Cloud for Financial Services

The digital experience platform transforming Financial Services

Create Authenticated Portals

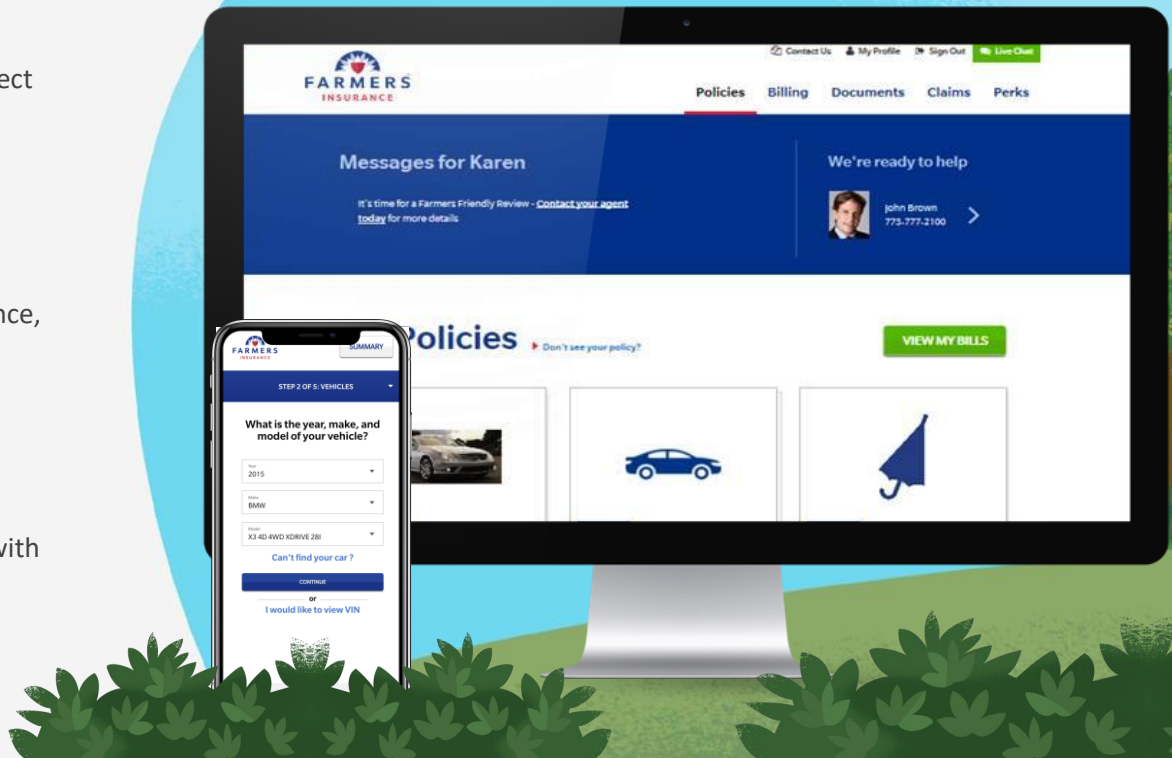
Start with out-of-the-box templates and themes, connect CMS content, and customize every pixel for Financial Consumers, Distribution Partners, and Intermediaries

Power and Personalize with CRM and AI

Extend the Financial Services Cloud data, user experience, and business processes to deliver seamless digital experiences

Launch Fast with a Connected Ecosystem

Configure components, connect data, and accelerate with partner-built financial services industry solutions



MuleSoft's Anypoint Platform

World's #1 integration and API platform for financial services

Unlock Core Banking Systems

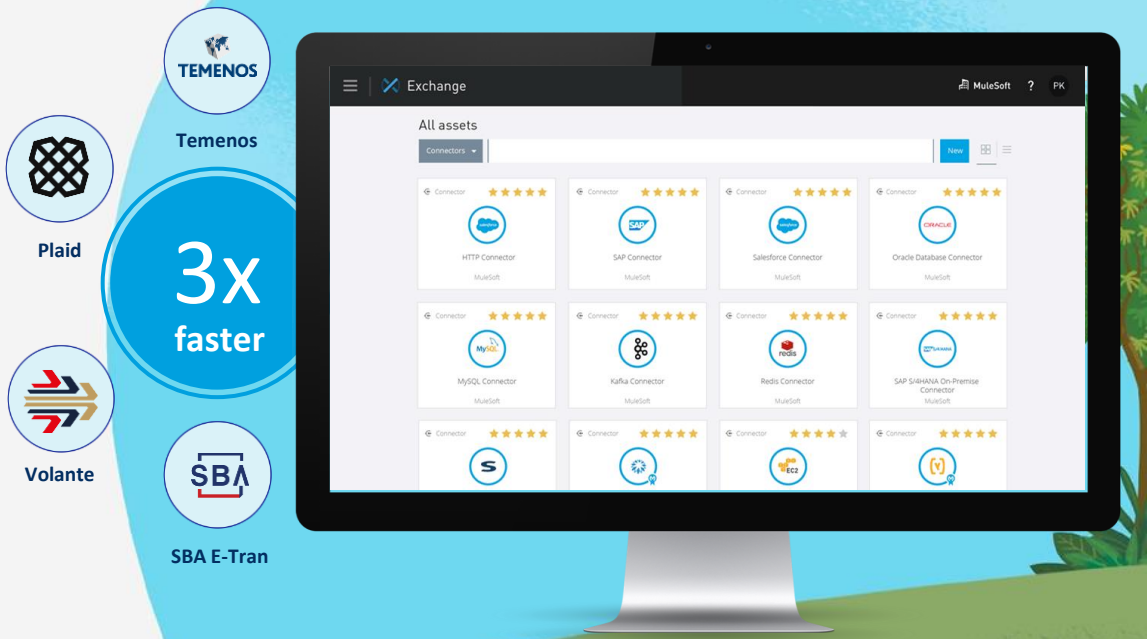
Rapidly connect banking and lending systems using out-of-the-box connectors and integration templates

Empower Your Banking Ecosystem with APIs

Allow your developers, partners and customers to discover and reuse APIs

Create Connected Customer Experiences, Faster

Deliver integrated experiences faster across channels and lines of business



Four Common Strategies in Successful Implementations

Success happens when there's a strong game plan in place and organizations stay the course

Establish a Strategy

- Stakeholder Alignment
- Defining the 360 vision
- MVP Definition
- Less is More
- OOTB vs. Integration
- Batch vs. Real-Time
- 360 Roadmap

Start with Thin & Wide

- Laying the Foundation
- Identify Common MVP Use Cases
- Connective Tissue
- More Than One Persona or Channel
- Project Roadmap

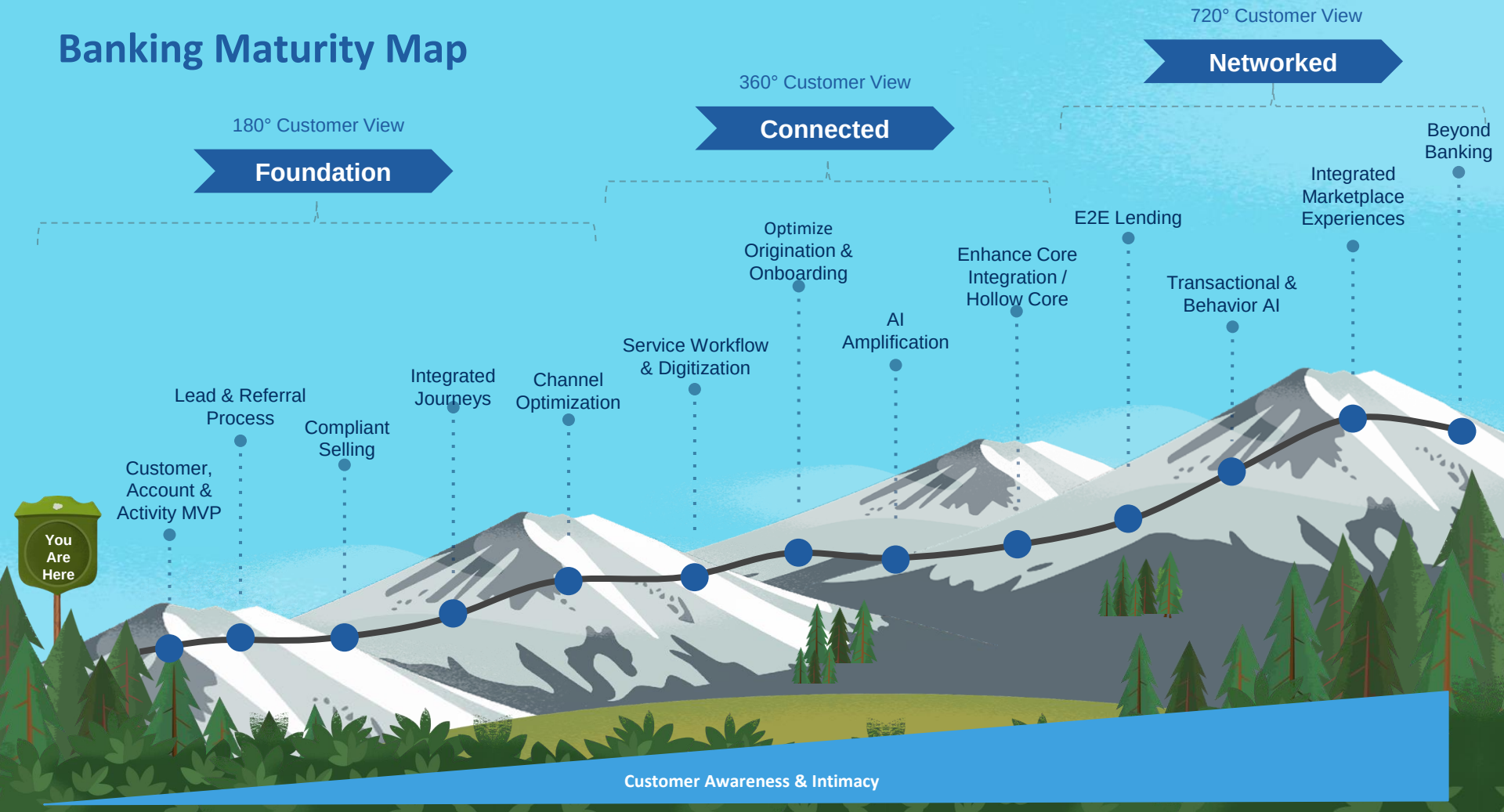
Align IT & Business Strategy

- Deliver on Business Priorities First
- Establish Governance
- Simplify Architecture
- Define Target State
- Good vs. Perfect
- Lead with APIs
- Use Agile Development

Consider Culture

- Address App vs. Strategy
- Steering Committee
- Align to Operational Model
- Change Management a ongoing process
- Champions
- Training vs. Enablement

Banking Maturity Map

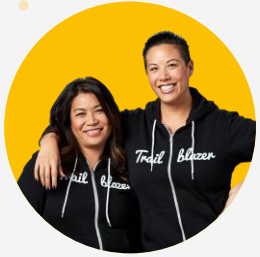


Thank You

Trail Blazer

Trail Blazer

Trail Blazer

Blazer

Trail Blazer