

FCS Financial

Integrated customer relationship management solution supports 20% annual business growth with limited staff additions



"We've received tremendous value from leveraging CRM technology. We've been able to support 20 percent annual growth, year-over-year, with very marginal additions to sales staff at each position. The solution has better positioned our company for the future. A strong foundation with good integrated products supported by experienced partners has been a winning combination for our company."

*- Dennis Risinger
Manager, Information
Services, FCS Financial*

The Company

FCS Financial is part of the nationwide Farm Credit System located in Jefferson City, MO that provides lending opportunities and financial services to more than 14,000 farmers and farm-related businesses through 29 branch offices.

The Business Challenge

FCS Financial has a tenured workforce with many branch representatives and field staff holding more than fifteen years experience with the organization. However, the company lacked a centralized information system for customer information, leading to lower-quality customer service and decreased response times.

As a member of the Farm Credit System, FCS Financial used a number of application and information systems provided by AgriBank, a financial intermediary to all Farm Credit organizations. However, information relating to different FCS financial products was kept in scattered, separate systems, including an accounting system still based in a green-screen environment.

With redundant data in multiple, disparate, non-linked systems and a good deal of institutional and customer knowledge locked in employee's minds, FCS Financial could not leverage key customer information in sales or marketing processes. As a result, FCS Financial's growth as a business decreased to an average rate of only five percent a year.

FCS Financial had considered a CRM solution, and part of the organization implemented an off-the-shelf CRM software package, but it lacked the ability to scale and could not be leveraged across the organization. Because information was not captured and integrated, employees did not have reliable access to customer data and this limited FCS's ability to quickly indoctrinate new employees. Their internal loan business process required loan officers to contact customers directly multiple times to gather correct information.

FCS desired a scalable, centralized CRM solution that could be leveraged across the entire organization, allowing employees quick and easy access to customer information. FCS wanted this solution to increase customer service and response times, and ultimately grow the business at a faster rate.



The Solution

FCS Financial determined a full overhaul of its aging Novell-based infrastructure would be required. They desired a solution that would allow them to more effectively convert sales leads and compete in the marketplace. In addition to cost considerations for a scaling infrastructure, FCS also considered the employee-facing elements of the solution, and ultimately decided on a Microsoft-based solution.

"On the business side, our user base is very comfortable within the Microsoft Office environment," noted Dennis Risinger, manager of information services for FCS Financial. "Our confidence in Microsoft's CRM solution was influenced by our employees' clear comfort level with its familiar user interface."

FCS Financial then turned to Aspect because of their many years experience in implementing countless Microsoft CRM solutions across a wide number of industries and organizations, large and small. With its national practice in Microsoft Dynamics CRM software, Aspect quickly provided guidance for centralizing FCS Financial's data and developed improved processes for providing customer information to branch office staff as well as to the sales and marketing teams.

Key Solution Components

- Microsoft Dynamics CRM
- Microsoft SQL Server
- Microsoft Windows SharePoint Services

The end solution provides a foundation for a countertop banking platform that allows FCS Financial to collaborate with other Farm Credit System associations and expose legacy system data to customer service representatives, financial product and services specialists. Using Microsoft Dynamics CRM, FCS now shares customer information across the organization through a highly-integrated system, supporting its growing business.

Results

- Greatly improves customer service and response times
- Positioned organization for 20% business growth in first year following solution implementation
- Solution is economical to customize and scale across entire organization
- Customer information is accessible in a central location
- FCS Financial is moving customer transactions through the pipeline 30-35% faster
- Central Microsoft Dynamics CRM database houses competitor information, leading to competitive business intelligence and concrete information when responding to competitive bids
- Much of FCS Financial's sales staff can now access a mobile CRM application using a smart phone
- Employee satisfaction has increased due to flexibility mobile access provides; they are also able to provide better and more timely service to customers
- Familiar toolset enables end users to quickly adopt and use the solution

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About Aspect

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