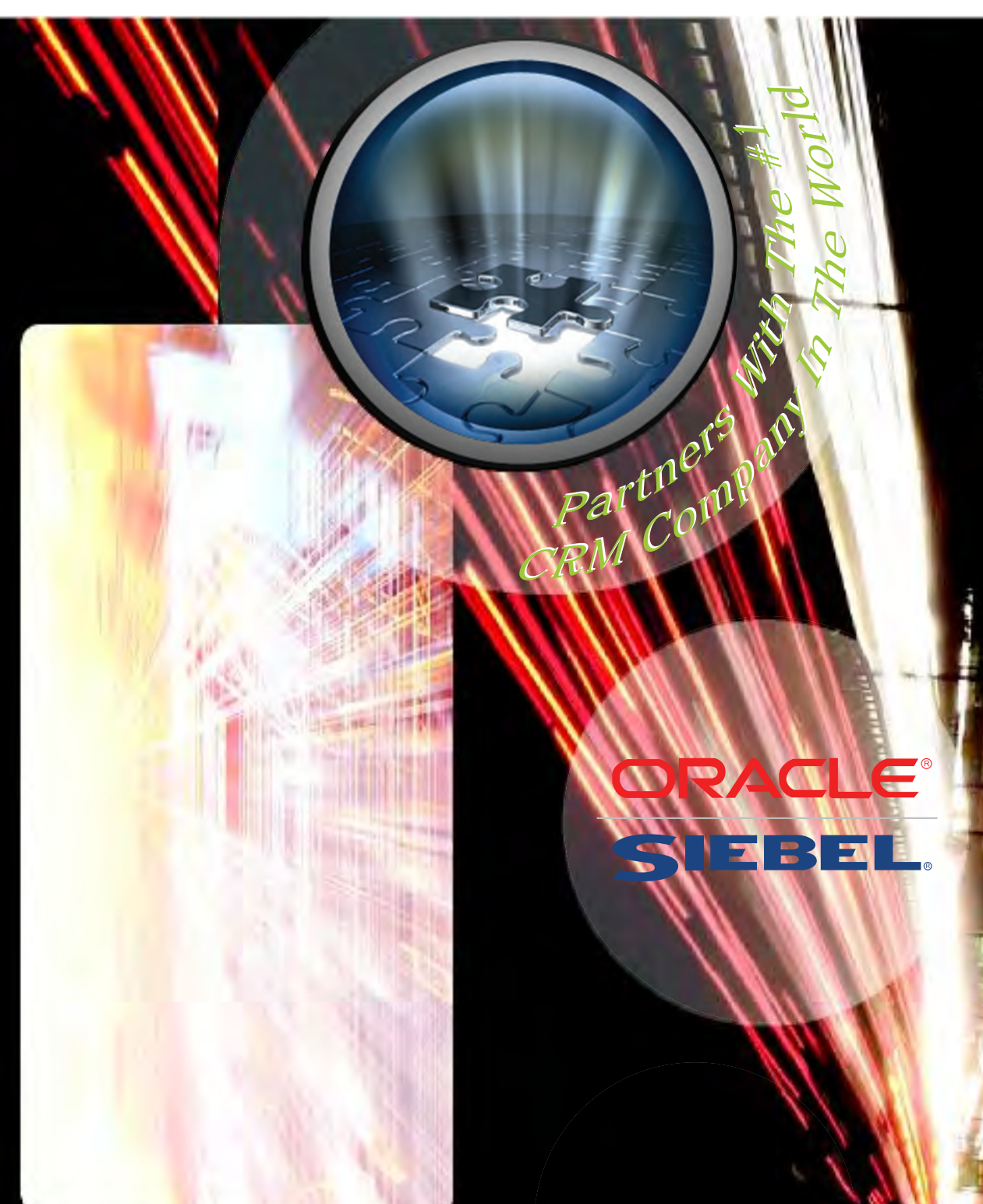




integrated model that delivers the best of both worlds. In addition, as the acknowledged global leader in CRM, Oracle possesses unparalleled insight into best practices for improving customer loyalty. Whatever your competitive challenges or budget, Oracle Siebel has a complete CRM solution that transforms customer relationships, accelerates user adoption, and enables business agility. By leveraging Oracle's CRM leadership, technical innovation, industry expertise, and proven results, your business can thrive in the age the customer-driven enterprise.



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Case Studies

Atlas Bank



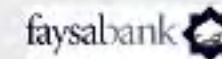
With fast embryonic branch network and customer base increasing at a rapid speed, Atlas Bank also has to focus extensively on the client relationship management. The major key concern for the bank was to have a centralized management system that could help them organize their customer data in a way that every employee, who had the right to access the database; could see all the information in one-go. It required a 360 degree view of the customer. Hence a much more reliable communication and management technology was required to facilitate Atlas bank's customers. Moreover it required a value added service to the customer round the clock without any communication deadlocks and therefore served as a key rationale for selecting Access as a choice of vendor.

Solution Implemented

Access Group offered Atlas Bank the best Customer Relationship Management Solution present in the market today. Oracle Siebel CRM, an Enterprise wide solution was provided that is capable of integrating all the departments to one centralized location. The core focus was to make the customer a partner in the business, not just a subject. As customers are doing their own order entry, and are empowered to find the information they need to come to a buy decision, less order entry and customer support staff is required to carry out the tasks.

All data concerning interactions with customers is centralized. The customer service department at Atlas Bank can greatly benefit from this, because they have all the information they need at their fingertips. No need to guess or ask the customer for the n-th time. Through the use of push-technology, customer service representatives at Atlas Bank can lead the customer towards the information they need, and most of the time, the customer can do this on their own. With this system Atlas bank could easily identify their loyal customers and can devise complimentary value added services for them. Identifying new selling opportunities for the customer relationship managers at atlas bank, Siebel CRM became a vital tool used in their selling process.

Faysal Bank



Faysal Bank, one of the Pakistan's leading commercial banks, understands the value of customer satisfaction and strives to provide the wow experience. Keeping customer services at its core, the bank decided to implement the best customer management solution in the market place today.

Access group with its team of highly qualified consultants has completed the project by customizing the solution as per the business requirements of the customer. The Solution gives a 360 degree view of the organization, by integrating all departments and provides necessary tools to perform activities faster that consume time and energy; rather it makes the work proactive.

Siebel Contact Center and Service applications help Faysal bank deliver intelligent customer service that stands out in a crowded marketplace. The application module will brace the service agents to prove "one-and-done" services request handling, resolve issues faster, seamlessly transfer services request to field engineers and deliver an exceptional customer experience. Siebel Contact Center manages all inbound customer interactions, routes calls to agents with the right skills and availability, and drives end-to-end service request management. It allows agents to deliver fast, consistent support with dynamic call scripting that intelligently guides interactions.

The Solution offered to Faysal Bank will not only help the bank to keep an enhanced feedback mechanism of its customer, but will also augment the customer base of the bank as now they have the capacity to entertain greater number of customers in the same time and same place using the new CRM solution.

Why CRM

The world is experiencing change to an extent that has never been seen before. Channel

proliferation driven by new technologies, consolidation driven by the need for economies of scale and product proliferation driven by the need to cross-sell to existing customers all combine to increase the complexity of delivering financial services profitably.

Customers are becoming more demanding and discriminating when choosing to do business with service organizations. As competition increases, customer service is becoming a key focus for differentiation. Leading organizations are adopting strategies designed to transform their organization from one with a product- and channel-centric models to one with a customer-centric focus.

The proliferation of electronic channels presents new distribution opportunities and challenges for service organizations. New channels offer alternative ways to reach customers, but also create additional costs, as organizations are obliged to maintain existing channels. Increased competition and use of IT have forced organizations to respond in three key ways:

- To maximize customer retention through close attention to customer needs and quality of service
- To reduce costs, mainly through making greater use of information technology, downsizing and process re-engineering
- To innovate and develop more profitable products, to promote them efficiently, and to maintain market share

Why Siebel

Transform customer relationships by creating a customer-driven enterprise supported by Siebel CRM. Because Siebel CRM comes in more than 20 industry-specific versions, you get comprehensive CRM capabilities that support all the sales, service, call center, marketing, customer order management, and partner management needs of your business. Prebuilt integrations with other Applications lower operational costs and improve customer satisfaction. And you have your choice of on-demand or on-premise deployment, or you can implement an



About Access Group

Access Group is a name that is synonymous with great service offerings. Be it Data Network Operations, Customer Relationship Management Systems, Mobile Solutions or Satellite Solutions etc. Introduced in the year 1995, Access Group initially focused on providing the first Data Network Operators (DNoPs) within Pakistan and went on to add numerous other services that offered customer satisfaction.

Access has catered to the financial and telecom sector and has offered the best solutions to customers pertaining to their specific needs. These solutions are made available to customers based on our partnership with world leading solution providers like Oracle, Siebel, Cisco, Avaya, Genesys, Fundamo, iDirect, OneEmpower, and Safenet.

Access Group in Siebel Work Space

Access Group specializes in consulting & implementation of Oracle Siebel CRM in Pakistan, and we are one of the leading Siebel CRM partners of Oracle in the APAC region. We are the only consulting firm to have performed implementations for two organizations in the financial sector in Pakistan. We currently have three deployments in Pakistan which include Faysal Bank, Atlas Bank & Orix Business.

Access Group consulting service

We offer a specialized Strategic Implementation Planning Service to engage & assist our customers' efforts with properly planning their implementation of Oracle's Siebel Customer Relationship Management (CRM) solutions. The Strategic Implementation Planning Service helps our customers build optimized, cost effective Solution Blueprints & Implementation Roadmaps aligned to standard Siebel functionality & industry best practices. This ultimately results in comprehensive and effective Siebel implementation experiences.

Access Group consulting service delivers industry-specific technology solutions and business application implementation services that address the unique complexity of your industry. Our team is focused exclusively on Oracle Siebel CRM, and we have the experts that others turn to for leading practices in CRM implementations and support. Through consistent solution delivery, Access Group Consulting services has demonstrated that we know CRM best and can provide your business tightly integrated, comprehensive, superior services. In short, Access Group Consulting services deliver continuous value across the full solution lifecycle by providing you with rich industry-specific services and solutions that provide a superior ownership experience.