

_experience the commitment



Client Management

Expertise in action

Looking for a way to capture the full potential of its client base, a top-tier Canadian bank turned to CGI to implement a new client centric business strategy.

The result was a detailed CM program that produced extensive business and technology improvements to the organization's front- and back-office CM operations, positioning the bank as a world leader in the CM area.

Over a four-year period, CGI successfully:

- Developed a CM business architecture to guide business implementation planning and execution
- Led a large integration effort involving numerous application systems and more than 9 million clients
- Integrated a business rules engine into the data management infrastructure to provide advanced decisioning capabilities
- Worked collaboratively with bank executives and staff to develop processes that aligned with the new client focus
- Accomplished widespread knowledge transfer to enable continuous progress and growth in capability development long after the engagement concluded

A client-centric business strategy

Increasing competition and expectations for higher levels of service are challenging organizations to implement strategies that retain and engage their most important asset—their clients. Yet over the past several years, many businesses and governments have grown frustrated, realizing little return from their large client management (CM) initiatives.

CGI's CM approach overcomes these challenges and frustrations by employing an integrated, client-centric business vision that achieves short-term wins while building sustainable capabilities and results.

A comprehensive, business-driven approach

At CGI, we believe that CM should be addressed through a business-driven approach, one that aligns an organization's strategic goals, organization design, processes and technologies.

This approach recognizes that technology is only one facet of CM. In fact, many CM capabilities may not require any technology investment, but rather may consist of internal process reengineering and organizational realignment. Regardless of the types of tools needed to achieve CM goals, we define critical success factors that enable our clients to prioritize investments, properly allocate limited resources and achieve rapid returns on CM investments.

Our holistic CM approach balances the needs and requirements of people, processes and technology through a comprehensive set of end-to-end offerings—from strategy development to full implementation of improved processes and enabling technologies. CGI helps organizations enhance their clients' experiences by:

- Defining a CM vision and strategy that identifies gaps between current practices and the desired CM target state
- Developing a business intelligence solution to collect and analyze client information, and to project client needs and wants
- Applying client knowledge to define and execute client treatments that maximize profitability and enhance levels of service
- Harmonizing the client experience across multiple channels

With CGI's CM solutions, organizations can maximize client lifetime value, and allow clients to interact with an organization when, where and how they want, receiving consistent treatment regardless of the channel or the event.

An experienced, committed partner

We understand that our clients have many choices when it comes to choosing a CM services provider. That's why we pay particular attention to how we deliver our services.

CGI provides a customized approach to service delivery that allows us to work objectively with our clients to help them choose the options that best meet their goals and requirements. We have a deep commitment to our quality processes, applying best practices in how we deliver services through an ISO 9001-certified process. This process ensures that we remain system agnostic in the development of CM solutions and that clients retain control and decision-making authority over the relationship. We feel that the application of our quality processes is attributable to CGI's successful track record of on-time, on-budget delivery.

In addition to systematic and accountable approaches to client relationships, CGI delivers CM depth and expertise. We have more than 10 years of experience in analytical and operational CM implementations, and our professionals have proficiency in both the business and technology aspects of CM. This combination of business knowledge and technology expertise allows us to adapt to our clients' changing needs and requirements.

While our methodology is consistently applied, our solutions are tailored to the unique goals and situations of our clients. We work with organizations to ensure quick and tangible returns on investments, so that their clients receive true value from the services and solutions provided to them. The end result: CGI helps organizations build beneficial relationships across enterprise boundaries and over the lifetime of the relationship with their clients.

Measurable results

CGI is committed to success. Three of our large-scale CM engagements achieved:

- **Increases in pre-tax profit**—12-35% overall increase in pre-tax profit by year three of the CM program
- **Reductions in client attrition**—20-50% reduction in attrition of most valuable clients and an 18-30% overall reduction
- **Increases in response rates**—75-100% increases in acquisition campaigns and 100-250% increases in cross-sell campaigns
- **Improvements in credit approvals**—15% and above increases in credit approval rates, without increasing credit losses
- **Greater operational effectiveness**—Significant decreases in originations, collections and delivery costs

Corporate profile

CGI is a world-class leader in information technology (IT) and business process services. Founded in 1976, we help our clients maximize the value of IT through the delivery of a full range of complementary services and industry-specific, tailor-made solutions.

Our clients gain the advantage of a knowledgeable, dedicated partner working to develop and implement solutions that address their business and technology challenges. Clients also have access to a greater breadth and depth of solutions and services in the government, healthcare, financial services, telecommunications, utilities, manufacturing, retail and distribution sectors.

Business solutions through information technology™



ISO 9001 Certified

For more information: www.cgi.com