

Intelligent Client Communication

YOUR INTELLIGENT CLIENT COMMUNICATIONS WILL:

- Strengthen brand image and create competitive distinction
- Improve communication clarity and reduce call centre traffic
- Use special offers to up-sell, cross sell, and drive business results
- Generate revenue by sharing advertising space
- Use personalised messaging to build brand loyalty
- Strengthen and expand multi-channel marketing

PERSONALISED, COLOURFUL, INDIVIDUAL COMMUNICATION

"It's not a question of customers wanting to be dealt with formally or informally; it's a question of being dealt with offline or online. More of our customers want to be communicated with online via: SMS, email and internet banking."

- Chief Marketing Officer, UK Bank

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Do you want to save between \$1 and \$8 per customer and improve the capability and flexibility of your client communications?



90% of banks want more personalised client messaging but don't think they can deliver it with their existing technology.

88% of banks want more targeted client messaging but cannot get buy in and coordination across departments.

43% of banks want to embrace one to one marketing and personalised communication but cannot define their ROI

AND 91% of banks believe they can improve their loyalty through better segmentation and messaging but cannot find a solution that connects with their business needs.

If you find yourself in any one of these groups **CGA Management enables you to tackle these challenges and make dramatic savings in the process.**

CGA Management guarantees to find you savings of between \$1 and \$8 per customer and improve the capability and flexibility of your client communications or you don't pay

CGA Management delivers independent advice that identifies the benefits and savings gained by aligning marketing, operations, IT and sales.

With over 10 years experience we help you make the right choices in **moving your client communications to the next level**. We provide ingenious reviews, compelling business cases, detailed planning, access to international best practice and support during execution.

But that's not all; we also help you find the best combination of consultants & solutions to make your communication dreams a reality.

Our experience gives us **access to leading global best practice**. We share our knowledge, and expertise with you to enable **quick wins** and **early benefits** giving you the flexibility to test ideas and make the right choices based on real results. With CGA Management you shift your focus to generating profits while your competitors are still thinking about cutting costs.

Marketing Campaigns



CRM



Business Intelligence



Personal, Colourful, Relevant Communications



The 4 levels of client communication

1. Colourful messages
2. Highly personalised messages
3. Messages that are relevant to the client
4. Messages that are delivered to your client via multiple channels, *chosen by them*.

OUR MERCURY METHODOLOGY WILL:

- Save you time, money and effort
- Benchmark your communications
- Get buy-in from senior stakeholders
- Reduce your time to market
- Enable you to make powerful informed decisions
- Assist you in making choices that support YOUR business strategy needs not the solution vendors

OUR CLIENTS SAY...

"Your consultant delivered the first project to ever hit its original go live date in our bank's history. We are still not sure quite how it happened but three years on and the work that was done is still commented on by our clients."

- CIO, International Bank

"Your consultant re-designed our statements in less than 5 days to match our new brand – thank you for delivering against such a tight deadline."

- CMO, Regional Bank

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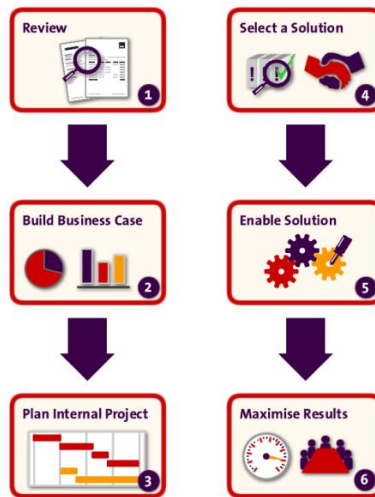
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"Our aggressive deadlines and the need to coordinate requirements across multiple business units meant we needed a consultancy who could work flexibly with our people whilst ensuring we did not miss key solution requirements. CGA Management delivered on time and to budget and laid out a series of future areas where we can expand the use of the solution we are now implementing."

- Faizal Eledath, CIO, Dubai Bank

Our Mercury Methodology - simple steps, impressive results

Today's clients want to be engaged personally through a channel of their choice, with messaging that is relevant to them, which means you need solutions that embrace emerging trends and give you the flexibility to use new technologies as they emerge. Our Mercury Methodology is designed to do just that, using a series of clear, defined steps to deliver results.



We will...

1. **Review** & identify underused communication channels that can yield high returns quickly.
2. **Build** & document the business case for change whilst identifying quick wins for internal trials.
3. **Plan** the internal project to support your needs and ensure a fast and effective delivery.
4. **Select** and buy a solution that fits your requirements and maximizes your returns (if needed).
5. **Enable** & guide the delivery of your improvements.
6. **Maximise** performance by embracing best practice, reviewing results and identifying opportunities for ongoing improvements.

Our ONLY focus is to provide ingenious, sustainable solutions that deliver results

We have worked with some of the largest financial organizations in the world, delivering intelligent client communication solutions for organisations such as: **Mashreqbank, Dubai Bank, HSBC, American Express, Citibank, National Australia Bank, Coutts and LloydsTSB.**

Over the past 10 years we have honed our expertise in complex client communication projects and developed **unparalleled understanding of international best practice.** It is this expertise that enables us to take you from initiation to launch giving you the momentum you need to succeed.

Can you afford to wait to make cost savings and improvements to your client communications?

**Call us today to arrange your FREE assessment
– spend half a day with us and we'll tell you where your potential
savings and improvements can be made.**

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