



## Leading Financial Institution Leverages Actuate's Rich Information Application Framework to Improve Customer Service and Drive Revenue

*"Actuate has changed the way we interact with our customers, enabling our company to motivate our branch employees to offer great customer service at every customer touch point".*

— Senior Vice President, Leading Financial Institution

### The Company Challenge

Serving more than 30 million consumer and small business relationships with well over 3,000 retail banking offices, the company is one of the world's leading financial institutions. However, prior to Actuate, the company's branch application and system network was outdated and ineffective. For example, the company's branch employees did not have web access. The branch application also did not offer any reporting capabilities and nor meet the company's performance standards.

"Our company faced competitive and cost pressures to modernize our branch applications," states a Senior Vice President in the IT group. "We needed a cost effective, high-performance means to support our expanding branch network."

### The Actuate Solution

The company chose Actuate to provide an interactive, web-based reporting solution for its financial management system. Actuate was selected over competing solutions including Crystal Reports based on the following:

- Robust web-based solution
- Dynamic and static reporting
- Search and download capabilities without building a data repository
- Powerful, brochure-quality printing
- Security and customization capabilities

The company's branch incentive application is designed to motivate employees by providing information on performance and incentive programs. Approximately \$200 million in employee incentives are measured and allocated through the application. Users access real-time reports to determine the amount of incentives earned and customer promotions.

#### > COMPANY PROFILE

Leading multinational financial institution

#### > INDUSTRY

Financial Services

#### > LOCATION

Serves over 30 million customers in more than 100 countries

#### > CHALLENGES

- Enable branch workers to access incentive data
- Improve mainframe-based branch application
- Reduce IT costs to support over 3,000 branches

#### > SOLUTION

Actuate e.Reports for financial management

#### > BENEFITS

- Reduce administrative head-count by 60 employees
- Drive employee performance with 100% user adoption
- Reduce expense supporting disparate, point products
- Minimize user training

The application is accessed through a single sign-on web portal. Users can customize their personal portal interface to include favorite reports and information alerts. The application has approximately 70,000 users that include all branch employees, branch managers, corporate management and finance and has close to 100% user adoption.

Management also uses the system to measure promotions through specific channels and track performance. Sample management reports include:

- *Daily teller scoreboard – measures teller performance and reaction time*
- *Daily sales by channel – can drill-down to a specific channel or location*
- *Customer views – used for quality relationship building and includes customer satisfaction metrics*
- *Coaching reports – used by channels to assist in sales of a specific product offering*
- *Management and executive reports – Roll-up performance and sales by branch, channel, product offerings, etc.*
- *Diagnostic reports – pinpoints system problems*

Actuate's flexible, open architecture allows the company to provide an auto-enrollment functionality that pulls employment verification ID, job code and location as well as an employee's role/title from the HR/payroll system. The application automatically enrolls users and assigns roles that determine what information, reports and campaigns that they can access.

## Benefits of Actuate

### Drive employee performance and customer service

With close to 100% user adoption, the application motivates workers throughout the branch network to offer great customer service. Users can access real-time reports from any location to determine their

incentive levels and overall performance. These real-time reports and incentive data enable branch workers to make effective and timely decisions about how to best serve customers.

### Lower administrative costs by automating application enrollment

Because of the auto-enrollment capability, the company has reduced administrative costs by automatically enrolling 70,000 users. Management estimates that this functionality alone has saved the company approximately 60 headcount by automating a manual process.

### Streamline operations by enabling centralized reporting management

The company can add new branches on to the application with no incremental expenditure; significantly reducing the company's cost to pursue new business opportunities. In addition, the company's reporting team can develop, test and release new reports in approximately two-three weeks, speeding time-to-market.

According to the Senior Vice President, "Because of Actuate's powerful development environment and web-based solution, our company could roll out this application to another thousand banking centers at little cost to our organization."

### Reduce costs by lowering investments in disparate, point products

The company has added new functionality to the Actuate application and has avoided building or buying point solutions. "All the reports that we have created with Actuate are relevant," states the Senior Vice President. "We store and utilize performance reports dating back to five years because the data is still useful."

### Minimize training costs

The portal interface is intuitive and easy to use, requiring little or no training for new users. Users receive one to two hours of training per year on information in the reports but very little on how to use the application. According to the Senior Vice President, "If users know the web, they know Actuate."

## The Company Future

"Actuate remains a key part of our IT strategy and platform," states the Senior Vice President. The company is also planning to use Actuate analytics to better manage incentive programs. This functionality would replace the Excel-based pivot tables used by the business units that are difficult to distribute to the branch offices.

## About The Company

The company is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. Serving more than 30 million consumer and small business relationships with more than 3,000 retail banking offices, the company provides unmatched convenience in the United States. The company serves clients in over 100 countries and has relationships with 99 percent of the U.S. Fortune 500 companies and 80 percent of the Fortune Global 500.

### Actuate - the people behind BIRT

Actuate founded and continues to co-lead the Eclipse BIRT open source project - the premier development environment for Rich Information Applications that present data in compelling and interactive ways via the web. Actuate is dedicated to making BIRT the best environment for our customers to develop applications that drive revenue through higher customer satisfaction/loyalty and improve operational performance.

Actuate offers value-add BIRT products and services that speed the development process and bring additional functionality, interactivity and enterprise scalability to BIRT-based applications. Founded in 1993, Actuate has over 4,400 customers globally. The company is headquartered in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol ACTU.

