

SWEDISH FUND MANAGER BANCO FONDER:

Personalized communication at Banco Fonder

Daniel Skarica and Malin Fannberg, at Banco Fonder, which is a part of ABN AMRO Asset Management, say it is a never ending challenge to turn the company's mass communication with customers into personalized communication, while maintaining speed to market, improved look and feel, and cost efficiency. StreamServe EDP has become the key in their formula for success.

Banco Fonder, a leading Swedish fund manager within the socially responsible investment field uses StreamServe Enterprise Document Presentment for creating, personalizing and distributing their customer communication. Banco Fonder is part of ABN AMRO Asset Management, which is owned by ABN AMRO Bank. With about 150 000 customers and with assets under management around 18 billion, this institution depends on completely secure, fast customer communications. Every year, Banco Fonder distributes about 5 million customer errands on paper, mostly by mail. Yet every single customer must feel personally approached by the investment broker when contacted.

- Our customer communication is the key to our relationship with the customer, says Malin Fannberg, at Banco Fonder's Communications Department. Since Banco Fonder does not have bank offices where customers can walk in, our communication via account statements, letters and fund reports has to be consistent, clear and at the same time encourage the recipient to act and either visit our Internet bank or call our financial advisors. The communication is an excellent opportunity to cross/up sell our products to our customers. With StreamServe EDP, we can accomplish this.

Close to 500 customers are in contact with the client service daily. In the product portfolio, there are different brands and the customers are also grouped into different customer segments, depending on how they first contacted Banco as well as the size of the assets managed.

- StreamServe helps us communicate our different brands in a consistent way, Malin Fannberg continues. It's important that we use logos in letters and reports in a way that makes us both look good and consistent. We also want to communicate with the customer in the type of language used within that customer segment. With StreamServe EDP it is possible to automate the production of documents and meet our goal of communication in a personal way.

- The support in StreamServe EDP for selecting which business document should be distributed to which person fulfils our needs in every

aspect that I can think of, says Daniel Skarica, IT Project Manager at Banco Fonder. Information sent to the customers can contain different inserts depending on which category the customer belongs to. StreamServe EDP automates this process and saves working time for our back office personnel.

The marketing department can also add new, innovative ways of communicating with the customers that serve to cross sell new funds to the existing customer base.



- StreamServe EDP gives us the flexibility and complete control that we need. The time we need for creating a document, no matter the type, and distributing it to the customer, is only a few days. Without StreamServe, we would be forced to buy external consulting services, says Daniel Skarica. We are also looking at new channels for distributing information to our customers, such as e-mail and mobile devices.

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StreamServe EDP is connected to the unit holding system, which contains all the information about the customers and all the transactions that each customer has made. StreamServe EDP transforms that information to customer communication for external use but also greatly improves the day to day operations for the employees at Banco Fonder when they talk to customers.



- Search functions for finding documents are of the upmost importance since we send confirmations on transactions and invitations, says Daniel Skarica. It's important for us to be able to follow up and see who got what offer and information and exactly when it happened, to quickly answer customer questions. Our back office workers have immediate access to documents in the StreamServe archive and they just love it.

Having been a StreamServe customer since 2001, the independence and control Banco Fonder gain from using StreamServe EDP is encouraging Banco Fonder to expand their usage and connect more application sources to StreamServe EDP.

- One example is internal reports written on so called tabulator paper that just end up in bookshelves. We are instead looking at using StreamServe EDP to produce the report electronically and store it directly in the digital archive, says Daniel Skarica.

- I have not yet found any limitations in how StreamServe supports the way we want to communicate with our customers. It is such a strong solution for creating the personalized, secure customer communication that is needed to be competitive, concludes Malin Fannberg.

