



CORPBANCA

CASE STUDY

INDUSTRY

Financial Services

APTEAN SOLUTION

Pivotal CRM

- Using Pivotal since 2003
- Active users: 2,500
- In 3 countries: Chile, Colombia and the United States

PARTNER

CMT Latin América

CHALLENGES

- Improving Customer Service
- Migrating bank entities to a single system
- Having all customer data on a single system
- Lack of customization

BENEFITS OF PIVOTAL CRM

- Versatility
- Integration with SharePoint
- Customizable
- Pivotal Enterprise/Corporate License
- A solid, stable solution

ABOUT CORPBANCA

Founded in 1871 and with its headquarters in Santiago, Chile, CorpBanca is a leading banking group in Latin America with operations in Chile, Colombia, Panama, USA and Spain. CorpBanca is the fifth largest commercial bank in Chile and generates annual revenues of more than \$ 1.2 billion. In the last five years, the bank has seen a steady annual growth of over 10% and has been listed on the New York Stock Exchange since 2013.

It has 390 branches in Chile and Colombia, and also an investment branch in New York, USA and Madrid, Spain. The bank has 3,500 employees and specializes in corporate banking, managing a large portfolio of high net worth clients. As a competitive differentiator, CorpBanca emphasizes the quality of service offered to the bank's customers.

CHOOSING A CRM SYSTEM FOR THE FIRST TIME

In 2003, Corpbanca decided to reposition itself in the market and distinguish itself from the competition with high quality customer service.

"In 2003, in order to come out on top of the high level of competition in the Chilean market, the bank's approach was to improve the quality of the customer service offered. The first decision was to strengthen the contact center," explains Sebastian Santiago Saball, Head of Development at CorpBanca.

The bank already had its own internal complaints management process, which was a method based on a numbered ticketing system, through which it was difficult to follow the requests and demands of customers and give them commitment to timescales. "The CRM concept was fairly new in 2003 and we were looking for a quick and cost effective solution in the short term," says Sebastian Santiago Saball.

They evaluated the tools available on the market and chose Aptean's Pivotal CRM through CMT Latin America, one of the main Aptean partners for the development, deployment and support of Pivotal in Latin America since 1998. "Pivotal was, for us, the most flexible and accessible solution on the market and we could easily implement it quickly," adds Sebastian.

First, the solution was deployed in the bank's contact center to about 30 users for entering clients' requests and complaints. "Pivotal CRM began as the customer service tool in the bank, but seeing the potential of the solution, quickly became a platform for customer management," says Sebastian.

CorpBanca decided to develop and customize the solution internally: Pivotal was integrated with the phone network and then with the sales department so that all sales representatives could have access to customer requests and incidents.

In 2009, CorpBanca decided not only to use Pivotal within the contact center and sales department, but to use it to also manage Marketing. They added more users to the system and in 2009, about 1,000 users used the system in Chile.

MERGING CRM ACTIVITIES TO DEVELOP OPERATIONS IN LATIN AMERICA

After expanding its regional operations in 2012 and acquiring two Colombian banks - Santander Colombia and Helm Bank and its branch in Panama - CorpBanca needed to harmonize operations between the different entities. The Colombia banks used their own CRM system, but as part of its global strategy, Corpbanca needed to unify data and processes between different entities, along with optimizing costs.

"We presented Pivotal to the employees of the new branches in Colombia, and they happily adopted it without doubt as a replacement for their existing and expensive system," Sebastian said.



BEYOND JUST A CRM: A CROSS PLATFORM SYSTEM

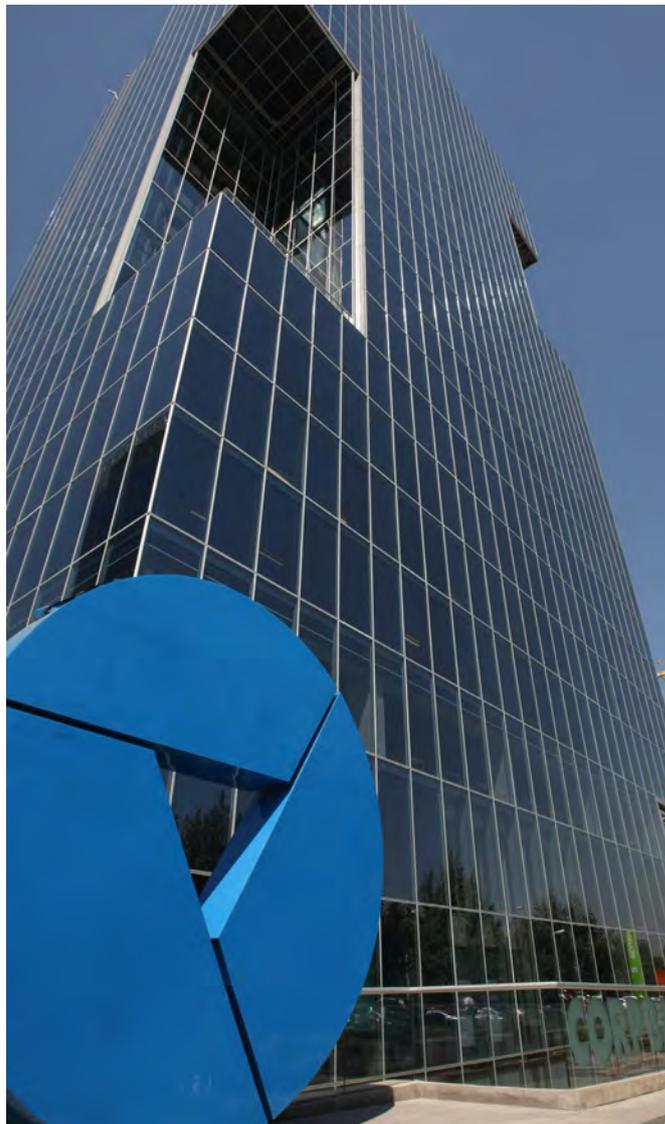
At CorpBanca today, the Pivotal solution covers all processes that the bank needs. Pivotal is incorporated across customer service, sales, human resources and administration. Today, most of the bank's 2,500 employees are users of Pivotal.

"In 12 years, we have experienced many migrations and updated versions of Pivotal to keep up with the latest technology and meet our business needs, and we were always supported by CMT Latin America. CMT are a true partner, they are always working with us and understand our needs. They have several years of experience with international companies, a lot of experience with the management and implementation of Pivotal and the team is very professional," says Sebastian.

Now, when the average customer satisfaction for banks in Chile is around 78%, CorpBanca is above average: at least .4 points above, with a focus on their contact center department. "Pivotal has evolved with us and is tailored to us, it adapts depending on our activities, needs, and also to market developments and technologies," Sebastian commented.

CONCLUSION

CorpBanca is now looking into migrating to version 6.5 of Pivotal CRM, designed specifically for mobile applications. With a new customer UX and many features such as support for tablets and mobile phones, Pivotal 6.5 will provide even more reactivity for Corpbanca. "I can recommend Pivotal CRM. It is a world class tool: it is strong, it never lets you down, is versatile and reliable. I like Pivotal very much!" concludes Sebastian.



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