RAIFFEISEN BANK ZRT.

The Hungarian Raiffeisen Bank is just as old as the Hungarian two-level banking system. The bank has since the start developed steadily with convincing dynamics and has become one of the decisive stakeholders of the Hungarian financial sector providing universal financial services. Employees of the Bank and AB Consulting have worked together for nearly 10 years, creating front office solutions adjusted to the characteristics of various customer service channels and segments. These cover the below functional scope.

CUSTOMER-RELATED INFORMATION SERVICE:

A significant amount of data is available about the customer in the financial institution environment. This data is found in numerous back-end systems and data markets created with various objectives. Part of the data is related to the person of the customer, the product or service used, or to a specific transaction; other part is more or less indicators and summaries created from these.

One of our primary tasks was to display – keeping in mind the usability context - the data in line with the requirements and expectations of the specific business units serving each customer segment.

The technical and technological integration with various back-end systems and data markets was highly important during the program, especially considering the query of significant amount of data from various sources with appropriate performance.

SUPPORT OF OPERATIVE CRM ACTIVITIES:

Another important area of customer relationship management besides information services is the handling of selling opportunities or service oriented tasks.

FOCUS AREAS:

- Campaigns, central administration of multitudinous contacts: loading, allocation, withdrawal;
- Administration of unique selling opportunities;
- Handling product offerings and service tasks;
- Administration of meeting reports;
- Flexible task handling: task types, statuses and outputs defined per campaigns and activity types.

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TRANSACTION
REALIZATION

The third pillar of customer service is the IT support of various transactions. We have acquired significant experience in handling customer orders in a distributed, service-oriented environment. We have developed numerous transaction-handling applications, among others current account and securities account handling, deposit handling, perpetual remittance handling, and direct debit related order handling solutions.

WE HAVE REALIZED THE IT PROCESSES OF THE BELOW TRANSACTION EXECUTION STEPS:

- Input of order data, control of form and content, keeping record of transaction data, auditing modifications;

- Document management and personalization of respecting invoice or contract in case of branch operation service;

- Applying an appropriate level approval step based on a decision matrix;

- Handling value date transactions;

- Bookkeeping and registering of orders using communication channels supported by the related backend system;

- Unified handling of multiple orders in packages, conducting parameterized bookkeeping taking into consideration the business regulations.