



IWBank S.p.A.  
Milan, Italy  
www.iwbank.it

#### Industry:

Financial Services

#### Annual Revenue:

US\$68.3 million

#### Employees:

150

#### Oracle Products & Services:

Siebel Customer Relationship Management  
Siebel Marketing  
Siebel eFinance Call Center  
Siebel Marketing Analytics  
Siebel Service Analytics  
Oracle Business Intelligence

**“We identified Oracle’s Siebel CRM and Oracle Business Intelligence applications as the best answer to our needs because they offered immediate tangible business advantages and a high degree of specific functionality for our sector. The Oracle tools we use are critical to our ability to manage customer relations in terms of customer service and marketing campaigns.”** – Massimo Pavan, Head of Information Technology, IWBank S.p.A.

## IWBank S.p.A. Improves Service and Insight with Advanced Business Intelligence Capabilities

Established in 1999, IWBank S.p.A. specializes in online banking and financial services. The bank operates as a pure online business, with no physical presence in Italy or network of financial promoters in the field. IWBank is a member of Unione Banche Italiane (formerly Banche Popolari Unite), a major shareholder in the bank since 2004—which promotes IWBank’s growth while giving its management free reign to work independently.

### Challenges

- Respond promptly to requests from bank customers
- Optimize customer service and marketing processes
- Ensure continuous monitoring of service level agreements (SLAs)
- Verify achievement of marketing activities goals

### Solution

- Implemented Oracle’s Siebel Customer Relationship Management (CRM) and Oracle Business Intelligence applications to improve operations management and enable strategic analysis of customer service and marketing tasks
- Deployed a bidirectional solution to improve both inbound and outbound customer service processes
- Accelerated service request fulfillment and increased customer satisfaction levels among IWBank customers
- Enabled marketing managers to segment customers, reach customers with targeted proposals, customize proposals, and determine customer profitability
- Enabled the bank to assess its achievement of established goals, responses, and business opportunities generated by marketing campaigns
- Enabled management to view details of the status of requests and verify constant compliance with proposed SLA parameters
- Gained access to overall performance indicators, enabling the bank to identify areas requiring intervention and facilitate prompt corrective action