SIEBEL BRANCH TELLER SOLUTION

Oracle’s Siebel applications provide mission-critical, retail banking solutions that integrate customer information across all channels and lines of business. Siebel Branch Teller provides a front-office teller application specifically designed to meet the needs of today’s leading banks.

Leverage Your Teller Channel

Looking broadly at the banking industry, branch banking has traditionally been the cornerstone of banking activity and the preferred means for customers to interact with a financial services organization. With the emergence of new channels, customers have been encouraged to interact through automated service channels such as integrated voice response (IVR), automated teller machines (ATMs), and the internet, or through other staffed channels such as the call center. Despite the emphasis on and investment in these alternative channels, research shows that customers continue to view the branch as an important interaction channel, with branch transaction volumes remaining steady or growing slightly.

Today, retail banks struggle to offer value-added services at the teller line while efficiently and effectively processing transactions. To achieve the optimal customer experience, banks must simultaneously minimize customer ‘waiting time’ and deliver exemplary, personalized service. As one of the few truly customer-facing positions, the branch teller is critical to delivering a satisfying customer experience. Yet, limited by an incomplete view of the customer, tellers have difficulty providing a superior customer experience or effectively exploiting sales opportunities. As a result—despite its high potential as a high-impact sales and service delivery channel—the teller channel is widely underleveraged.

Comprehensive Branch Teller Functionality and Excellent Usability

Siebel Branch Teller delivers comprehensive transactional functionality, operational control, and actionable customer information. It seamlessly integrates with existing sales and service applications and includes a complete set of teller and supervisor transactions and a full set of support services.

To enable faster and more accurate teller processing, Siebel Branch Teller integrates with a range of peripheral devices. Comprehensive functionality and superior usability are supported by the following Siebel Teller features:

- Rich set of financial and administrative transactions supporting regulatory compliance
- Role-based transaction menus, entitlements, business rules, and workflows supporting account- and customer-centric processing
- Integration with peripherals to support customer authentication, dynamic...
negotiable MICR printing, consolidated customer receipt printing, and transaction automation

- Simple “smart” transactions—one teller transaction maps to multiple host transactions to simplify user training

Figure 1 - Siebel Branch Teller provides customer-facing personnel with a 360-degree view of the customer, including integrated financial transactions, leading to improved customer service and more-effective cross-selling and up-selling

More-Effective Teller Referrals and Customer Services

Siebel Branch Teller empowers tellers to become highly effective and efficient revenue producers without affecting their ability to execute traditional teller transactions. It provides simple, easy-to-use, one-step referrals based on targeted customer offers. The offers and referrals integrate with the Siebel CRM application.

Also, to drive teller revenue, transaction fee collections are integrated into the processing of transactions, based on business rules configured by the bank, including account type. Further, Siebel Branch Teller enables tellers to effectively perform “retention intervention” for those customers the bank wants to retain. More effective teller referrals and customer services are supported by the following Siebel Teller features:

- 360-degree view of customer (aggregated from multiple back-end and Siebel and third-party CRM applications), including all account relationships
- Targeted actionable offers and alerts supporting intelligent referral-follow-up business rules
- Sales effectiveness training and teller simulation training software
- Campaign and sales effectiveness reports, analyses, predictive modeling, and alerts
Reduced Total Cost of Ownership and Improved IT Responsiveness

Low TCO and Improved IT Responsiveness

The Siebel Branch Teller approach to technology, plus its suite of development tools, enables banks to realize the cost savings from a vendor solution while enabling the bank’s IT department to become self-sufficient and responsive to new, unique business functionality. The Siebel Branch Teller framework and tools are based on Open J2EE standards, which do not require proprietary knowledge, thus giving the bank the capability to extend the existing solution or to build its own functionality. Siebel Branch Teller ensures that such in-house enhancements do not preclude the bank from implementing standard product upgrades in the future.

Further, Siebel Branch Teller is designed as a multichannel application, so the bank can reuse its services with other delivery channel applications, such as an internet banking application. Low TCO and improved IT responsiveness to business are supported by the following Siebel Teller features:

- Easily extensible solution enabling customizations with upgrade support
- Low cost and highly available development resources
- Centrally deployed software, which reduces cost, time, and risk of enhancements
- Fast transaction processing (architecture and caching capabilities)
- Advanced configuration framework for integration reduces cost, time, and risk of implementations