

# California

# BANKER

## CORETRAC

It doesn't matter if you call it client retention management, client relationship marketing, client relationship management or catch-all repository for marketing; every year financial institutions spend millions of dollars implementing CRM/sales force automation solutions. It's an amount that is expected to consistently grow in the coming years. While there seems to be no evidence of a slowdown in CRM/SFA spending, many community financial institutions want to know what the return on a CRM/SFA investment actually is.

Imagine the following story ... the CEO of a community bank is attending a civic event dinner. While at the dinner, one of the bank's best customers comes up to him and says, "Hey, three different people from your bank have called me about the same product in the past two months and I keep saying, 'NO,' but they keep calling! Can you do something to STOP this?"

As it turns out, there had been a management-approved outbound calling campaign at this bank. Despite everyone's best intentions, there simply was no single place all of the employees could go to see who had already been called, much less see ALL of the information about the customer or other prospects (e.g. outbound calls, service issues, events, notes, documents, pipelines, current accounts, etc). The bank was stuck. It wanted to grow, but without a solution to track its prospecting efforts, it was constantly at risk of frustrating the very customers it wanted to serve better!

At CoreTrac, we work with community banks to build efficient, accountable, performance-based cultures that increase revenues, increase efficiency of all employees, protect market share from competitors and motivate and reward employees for their efforts. Our ResourceOne CRM/SFA solution is easy to use and affordably priced for the community bank. In fact, it is specifically designed

## Building performance e-based cultures with robust, easy-to-use CRM/sales force automation

by Alan Buhler, vice president of sales and marketing, CoreTrac, Inc.

for community banks. It will help your employees:

- Minimize (or eliminate) missed opportunities and revenue leakage due to poor handling of leads and referrals.
- Increase revenue by taking advantage of one of your key resources: cross-selling into your customer base.
- Make better informed decisions that drive toward strategic goal attainment with greater pipeline visibility and sales forecasting.
- Measure staff productivity (e.g. how many pipelines worked versus how many accounts booked).
- Motivate employees with accurate compensation and rewards while developing stronger customer relationships.

This is the same system used by more than 55 financial institutions nationwide with assets ranging between \$22 million and \$5.6 billion. There are 20 institutions in California alone, including 14 of your fellow CBA members. Banks like Rabobank N.A., Commerce National Bank and North Valley Bank have the following to say:

*"In addition to meeting all our CRM functionality requirements, CoreTrac far exceeded our expectations with regard to ease of use, integration with our core and MCIF*

software, and its commitment to support and service. In addition to a new technology solution, we've gained a partner for growth." — **Debbie McCarty, senior vice president and corporate services manager, Rabobank, N.A.**

"ResourceOne serves as an invaluable tool in our efforts to expand. This system provides us with many benefits, such as predicting new products, increasing our customer base and marketing to specific audiences. We looked at several systems but discovered that ResourceOne provides the functionality we need to excel in our sector."

— **Dan Palmquist, senior vice president, business development, Commerce National Bank**

"The entire CoreTrac team has been enthusiastic and knowledgeable in offering effective solutions through every aspect of our strategic plan for launching ResourceOne. They have provided tools that will ensure success, and have accomplished it all with the kind of service that should be emulated throughout the technology industry."

— **Gayle Montgomery, assistant vice president and training officer, North Valley Bank**

These banks understand that one key to developing and nurturing any banking relationship is frequency of interaction. Sustaining long-term relationships with your customers requires continual monitoring and management. This is a significant value of CRM/SFA. CRM/SFA software gives you the tools to implement and track a systematic process of regularly keeping in touch with your customers.

On-going communications with existing clients and potential customers is imperative. If your customers don't hear from you frequently, their loyalty seems to vanish into thin air, and they become

receptive to propositions from your competitors.

The fact is, keeping your existing customers drives profitability, and cross-selling new products and services to existing clients costs 133 percent less than trying to obtain new accounts. The financial institution that invests in a CRM/SFA solution as part of a client retention strategy makes a commitment to client loyalty, and in turn, gains an important competitive edge.

The "business" of business is to generate shareholder value from customers. CRM/SFA solutions like CoreTrac's ResourceOne allows community banks to efficiently recommend more of their products and services (especially the right products and services) to potential and existing customers while reducing their overall customer service costs. Increased referrals and cross-selling, better pipeline management, targeted marketing, exceptional service, goal-based behavior enhancements that drive toward strategic outcomes are all measurable benefits of implementing a CRM/SFA solution. Elevating your team's performance and enhancing growth in the communities you serve ... now that is something to bank on! **CB**

For more information, contact Alan Buhler, vice president of sales and marketing with CoreTrac, Inc., at [abuhler@coretrac.com](mailto:abuhler@coretrac.com) or 512/236-9120, ext. 27.

Reprinted with permission of BankNews Publications. Contents of *BankNews* are and remain, the property of BankNews, Inc.



## About CoreTrac, Inc.

CoreTrac, Inc. ([www.coretrac.com](http://www.coretrac.com)) is a rapidly growing, privately held, corporation headquartered in Austin, Texas. The company is dedicated to helping community financial institutions elevate their team performance and enhance growth within the community they serve through the use of ResourceOne, its simple & affordable CRM/Sales Force Automation solution, architected exclusively for community financial institutions.

## ResourceOne offers:

- Lead & Referral Tracking
- Pipeline Management
- Household/CIF Display
- Predict Next Best Product Cross-Sell
- Customized Marketing Campaigns
- Compensation & Incentive Management
- Integration with Core, MCIF and Other External Account Systems