*"It's What You **Don't Know** That Can Hurt You"ä*

KnowledgeSync

www.vineyardsoft.com

Business Activity Monitoring

2002 CUSTOMER INTER@CTION Solutions EDITORS' CHOICE

Case Study

GIBRALTAR BANK

Q: What challenges prompted you to look for a Business Activity Monitoring solution? (What were the effects of these on your business?)

Due to the variety of services we offer, a client may have various relationship managers.

Communication between the managers was not as prompt as needed, or sometimes never took place at all. These gaps put a strain on client service and created tension between the bankers.

Unnecessary time was spent trying to connect the missing links. And, we needed to track pending client matters that needed immediate attention by our operations department and by our relationship managers and supervisors.

Q: How were you handling these challenges prior to implementing KnowledgeSync?

In order to keep all relationship managers and bankers informed, our employees would look up the client in our CRM system (SalesLogix), and then copy pertinent information to all of the relevant relationship managers, bankers, and referral sources.

Sometimes steps were missed or managers who should get informed were accidentally overlooked.

"All parties involved know exactly what is going on with each client the moment an activity takes place. KnowledgeSync makes our job easier and it makes us look great."

Luisa Alejandra Shah

Q: What did you feel would be an efficient way to address some of these challenges?

The best way to handle the preceding scenario would be to have an automated process that would occur after one of our employees scheduled a client meeting on his calendar.

This process would read the contact's information and forward an email to all corresponding relationship managers, bankers, and referral sources about the scheduled activity.

Q: What other information were you looking to monitor via a solution like KnowledgeSync?

Who is Gibraltar Bank?

www.gibraltarbank.com

Gibraltar Bank is a private bank in South Florida. They offer traditional banking services as well as trust and wealth management services.

Their clients are high net worth individuals, law firms, accounting firms, estates and guardianships. They have checking, savings, money market accounts, and certificate of deposits, as well as residential and commercial loans.

Gibraltar Bank also provides wealth management, estate planning, trust and guardianship services. Their clients are looking for immediate attention for their financial needs. They value efficient and accurate service.

The Interviewee:

Luisa Alejandra Shah
Client Relationship Management Coordinator
Gibraltar Bank

We looked to improve our process for tracking client complaints, and the process of a prospect becoming a new client.

We also needed to perform exception management, such as identifying data *not entered* during the input of an activity.

Other goals included improving the asset marshalling process, tracking client birthdays and anniversaries, following up on pending activities, and better managing meeting resources.

And we wanted a tickler system for IRA, Guardianship, and FTMA accounts, plus a reminder system to streamline the account closing, new client welcome, and our estate planning processes.

Q: When KnowledgeSync detects events like these, how does it respond?

Currently, we have configured KnowledgeSync to send an email alert to the appropriate recipients. Up next is to use KnowledgeSync to deliver pertinent Crystal Reports as well as to update the related database records.

Q: Can you give us some examples of your events?

Sure; here are a few:

1) If the host of a meeting invites a client, KnowledgeSync notifies the relationship managers, the business development officer, the private and mortgage bankers, and the internal referral source. This tells them that a meeting has been set up, when, with whom, and what it's about.

2) Depending on the category of activity entered into SalesLogix, KnowledgeSync notifies the appropriate Gibraltar staff members.

3) When a prospect is entered in SalesLogix, the referral source is notified. As the contact moves up or down the prospect process, the referral source is kept informed. When the prospect becomes a client, KnowledgeSync notifies our personnel and sends a welcome letter to the client.

4) KnowledgeSync monitors key birthdays (18^{th} , 21^{st}, and 70^{th}) for IRAs FTMAs, and guardian accounts.

5) KnowledgeSync notifies us about missing data in SalesLogix, such as an activity without a category code.

6) If an activity is past due for more than 5 days, KnowledgeSync sends out an email alert message to the corresponding assigned user.

7) When an activity needing a resource is scheduled in SalesLogix, KnowledgeSync alerts the resource manager to reserve this resource. for the specified date and time.

"KnowledgeSync is a great business activity monitoring solution. It's reliable and flexible."

8) The moment the any banker or relationship manager is notified that a client would like to close his account, an alert is sent to all related bankers, managers, supervisors and administrators to update their records and perform set procedures.

Q: What solutions (other than KnowledgeSync) were you considering?

KnowledgeSync was suggested by our SalesLogix Business Partner. They had done the research and found that what we needed was KnowledgeSync.

Q: What have been the most tangible benefits that you have seen because of using the KnowledgeSync solution?

Increased client awareness within bank employees has been the most noticeable benefit. All parties involved know exactly what is going on with each client the moment an activity takes place. The lines of communication are in harmony. We rely on these alerts to better service our clients and so far, we have no complaints. KnowledgeSync makes our job easier and it makes us look great.

Q: How has KnowledgeSync affected your relationships with your clients?

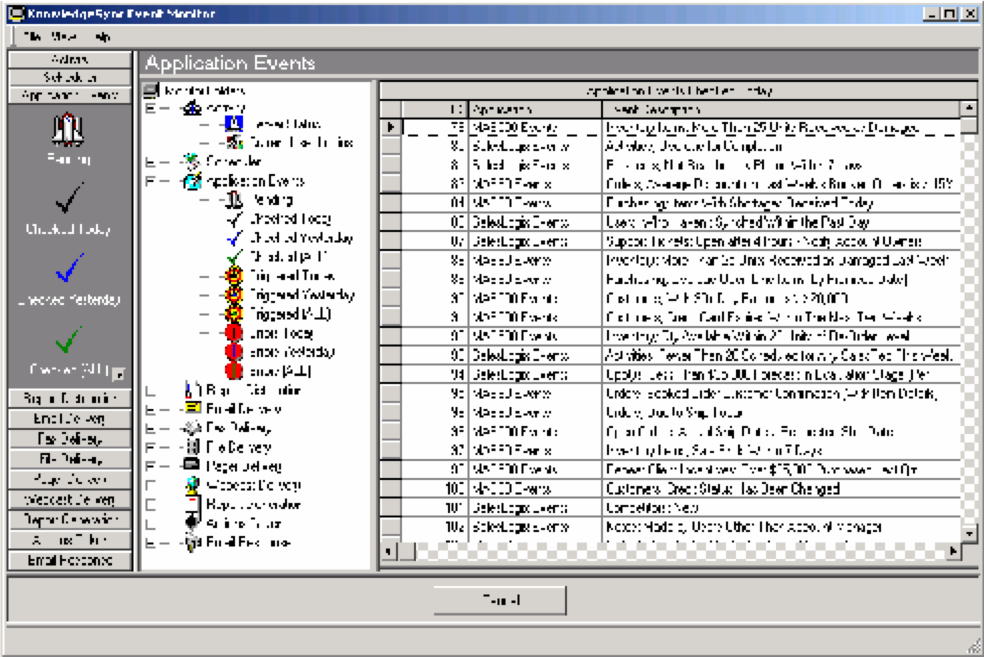
Our clients are more pleased with our increasingly prompt responses to their needs. They are happy to see and to work with a team that is so closely- knit together.

Q: What competitive edge has KnowledgeSync given your organization?

We look good in front our clients because they see how well we communicate within the bank. Our remembering their birthdays and anniversaries add a personal touch to the relationship. They feel that we are constantly looking after them by following up on the day to day matters, as well as, on minor accounts, IRA accounts, and the estate planning files. And now more than ever we are able to identify and follow-up on all of those "minor" circumstances that all too easily slip everyone's mind.

Q: Do you have plans to expand your use of KnowledgeSync?

We are researching the use of automated data updates and Crystal Reports with our SalesLogix Partner.



KnowledgeSync Event Monitor: Examples of Events to be Monitored

**Q: Rate KnowledgeSync's:
1) ease of use, 2) flexibility,
3) scalability, and
4) reliability.**

KnowledgeSync is a great business activity monitoring solution. We find it very reliable and flexible. The set up of the queries is very detailed and requires database knowledge with time for testing. Once set up, it is just what we need to monitor the activities we need monitored.

Q: What would you say to an organization considering KnowledgeSync as a solution?

Do it. There will be no regrets. Just make sure you think through the processes you are looking to automate and make sure that you have the rules clearly identified.

Q: How has your experience been with the Business Partner from whom you purchased KnowledgeSync?

Our SalesLogix Partner (SyncSite) has been outstanding. They have acquired enough knowledge of the way we do business to run the bank themselves. They are very helpful and are always available to listen, advise, and fulfill our needs. I recommend them to anyone looking for a knowledgeable team. SyncSite is not afraid to ask questions, study business processes, and offer the services that will set your organization up for success.

Other Customer Comments

"For a competitive advantage, KnowledgeSync is the difference. No matter where critical data resides, KnowledgeSync can identify it and respond to it in a uniquely timely and intelligent manner."."

David Tinjum, CEO, CustomerFX

"KnowledgeSync is an ideal fit for clients who are looking to expand their awareness of critical customer issues and opportunities."

Steve Chipman, President, Lexnet Consulting

"KnowledgeSync's pre-configured events gives clients a fully-configured suite of business scenarios that they can implement and get up-and-running right away."

Clifford Hall, CEO Cortekx Consulting

KnowledgeSync Clients Include:

Administaff

American Express

Anheuser Busch

Aramark

Austrian Red Cross

BankBoston

Berlitz

Charles River Labs

Compaq Financial Svcs

Con Edison of New York

e-centives

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KPMG

Lockheed

MapQuest

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Sharp

Sony

The Seattle Times

The Gallup Organization

Wells Fargo

WorldCatch