

# SILVERLAKE SYMMETRI DIRECT BANKING

## The Current Landscape

The unprecedented growth of Internet usage has been fuelled by smart phones and tablets becoming more technologically advanced and affordable. Many consumers are now permanently connected to the 'virtual' world, so much so, that it has become an extension of their real world. This has impacted the way consumers bank. Consumers today want a mobile, relevant and personalised banking experience that includes not only secure transactional support but also comprehensive financial management tools and the ability to research and buy products, as if in a retail store.

By providing a multi-channel experience that helps banks better understand the values and behavioural drivers of a variety of consumer demographics, retail banks can better meet their individual customers' specific needs. They will ultimately be able to deepen their customer relationships and gain a competitive advantage by ensuring that their online banking service is part of a consistent customer experience that integrates with both 'real' and 'virtual' lifestyles no matter how customers choose to interact with their bank.

## Silverlake Symmetri Direct Banking

Silverlake Symmetri Direct Banking provides financial management tools, out-of-the-box integration with social media platforms and integrated business process management (BPM) capabilities that allow banks to offer a consistent omnichannel experience, via the web, mobile and tablet devices.

With an 'always on, always connected, always with you' platform, Silverlake Symmetri Direct Banking enables banks to become more competitive and deepen customer relationships by:

- 1 Capitalising on increasing mobility
- 2 Understanding the behaviour of today's connected consumer
- 3 Optimising the customer experience



# CAPITALISING ON INCREASING MOBILITY



## Capitalising on increasing mobility

Mobile penetration is growing rapidly with many countries seeing penetration rates of greater than 100% with corresponding growth in mobile data traffic and subscription rates. Smart phones, tablet devices and applications have substantially enriched the online user experience, adding a new dimension to the concept of 'staying connected'.

Such developments in technology and its widespread usage have changed the mind-set of consumers and their expectations of banking products and services. Not only are customers expecting their banks to provide an 'always on' service via the channel of their choice, but they also want services to be customised to each device so they can use them any time, any place. Therefore, banks today need to ensure that their online strategy is multi-device and enabled both in terms of technology and the processes it supports.

### We Understand Your Needs

Silverlake Symmetri Direct Banking gives today's mobile consumers and business users the ability to bank via their channel of convenience, be it through the web, mobile or a tablet device. The solution increases the availability of banking services by being with the customer ALWAYS.

- **Silverlake Symmetri Direct Banking platform** helps customers access banking services online via a web browser, for a complete interactive banking experience.
- **Silverlake Symmetri Direct Banking smart mobile** allows access to services through any internet-enabled smartphone, for short but critical and time sensitive interactions that customers can execute while on the go.
- **Silverlake Symmetri Direct Banking tablet** helps banks attract the new generation of tech-savvy, mobile and even high-value customers by allowing access to banking services through smart tablet devices while supporting the bank's technologically advanced brand image.

Using Silverlake Symmetri Direct Banking multi-channel platform, customers have online and mobile access to a broad set of highly secure financial and non-financial transactions, which all integrate in real time with the bank's transactional operational systems. Additionally, Silverlake Symmetri Direct Banking's Cash Management capabilities help business customers to better track and manage their finances while on the go, with tools such as role-based authority and multi-level approval for corporate users, variable limits, batch payments, salary payments and liquidity management features.

# TODAY'S CONNECTED CONSUMER



## Understanding the behaviour of today's connected consumer

To remain relevant and competitive in today's technologically advanced environment, banks must not only address the issues of higher customer switching rates, increased unbundling of products and price pressures, but also redefine their proposition to attract the more technologically savvy and empowered consumers. This means developing a suite of products that are highly geared towards individual customer needs and values rather than traditional age and gender stereotypes.

As the retail banking landscape evolves, organisations should pay special attention to the trends that are shaping the new generation of consumers. These include the rise of social networking and virtual communities, the demand for more personalised service and products, convenience and consistency and the growing desire for constant connectivity and immersive, high-quality online experiences.

### We Understand Your Needs

Silverlake Symmetri Direct Banking has been specifically designed to address the changes in consumer behaviour that are being driven by digital developments. As well as providing the traditional online services that customers have come to expect from their bank, for transactions, information and enquiries, the solution also caters to the requirements of the new, empowered consumer that wants more from a virtual banking channel.

- **Silverlake Symmetri Direct Banking social media** provides out-of-the box integration with Facebook and Twitter so that customers can connect, follow and interact within their preferred virtual communities and use them as optional channels to receive alerts and notifications. Silverlake Symmetri Direct Banking helps banks to be part of their customers' trusted circle of friends, providing them with personalised services and earning their trust in the virtual world. By integrating personal financial management (PFM) tools with social media channels, a bank can also raise its profile positively among customers' friends, by demonstrating how it is helping consumers to better manage their money.

## TODAY'S CONNECTED CONSUMER

- **Silverlake Symmetri Direct Banking's customer voice** aims to mitigate the risks of social media enablement by providing a dedicated customer feedback channel and closed forum where the customer and the bank can share suggestions and complaints. By providing a proactive, controlled communication channel for interaction, this helps manage customer satisfaction and reduce negative commentary on other online forums.
- **Silverlake Symmetri BTP's flexible architecture** accommodates the varying requirements of different branch models and categories or segments of customer, enabling the bank to configure the system to deliver efficient, high-volume processing plus access to integrated customer information.
- **Silverlake Symmetri Direct Banking's message centre** enables banks to provide their customers with a single view of all communications with the bank, improving visibility and transparency across all channels.

## OPTIMISING THE CUSTOMER EXPERIENCE



### Optimising the customer experience

One of the most critical aspects that impacts customer satisfaction, loyalty and retention is the customer experience. Improved usability, efficient cross-channel interactions and value-added services beyond traditional transaction offerings are all important components that make for a quality customer experience.

To provide their customers with an experience of the highest quality, banks need to make their online and mobile services easy to use and visually appealing, incorporating the best in ergonomic design. At the same time, they need to ensure that all their different channels provide a seamless, consistent experience across customers' various touch points with the bank.

Ultimately, to create a true competitive advantage, today's banks also need to look beyond transactional support to providing value-added services that exceed customers' expectations of what a bank can offer.

# OPTIMISING THE CUSTOMER EXPERIENCE

## We Understand Your Needs

We have worked extensively to understand consumer demands. A focus on understanding customer segmentation, user personas and user journeys has been critical.

- **Silverlake Symmetri Direct Banking** provides an intuitive user interface, quick links and a customisable layout to enhance ease of use and make the customer experience enjoyable and desirable. Customers can customise their access according to their own preferences and requirements, while the bank can use it to promote the value of various online and mobile services which can then be activated by the customer. Silverlake Symmetri Direct Banking also provides various widgets such as foreign exchange rates, news feeds and goal planners, which can be configured onto the customer's dashboard.
- **Silverlake Symmetri Direct Banking's business process management (BPM)** engine enables the bank to implement more efficient processes as well as ensure a consistent, reliable and seamless experience regardless of the channel the customer chooses. It also helps to reduce human errors and the mismanagement of cases and customer service requests. Through Silverlake Symmetri Direct Banking's BPM engine, banks can measure, monitor and proactively manage service level agreements (SLAs) for business processes that cross channels, both internally across the bank and externally to the consumer. Process optimisation via simulation tools also allows the bank to continuously improve their operational efficiency.
- **Silverlake Symmetri Direct Banking's personal finance management (PFM)** engine helps customers engage in a seamless online banking experience that allows them to track and manage their net worth. By giving them tools to manage their finances, Silverlake Symmetri Direct Banking's PFM engine forms an integral part of the customer's dashboard, helping customers analyse their spending patterns, set spending budgets, savings goals and manage their overall finances. By enhancing the value to their online banking service, banks can create deeper relationships with their customers and improve customer retention as well as their ability to cross-sell and up-sell other products and services.

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## About Silverlake Symmetri Branch Delivery System

Silverlake Symmetri Branch Delivery System provides banks with an integrated, centralized solution for customer relationship management (CRM) and branch banking services. The solution helps banks raise their service standards across multiple channels and create more profitable customer relationships, enabling them to enhance the customer experience and generate sales and growth a whole.

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## About Silverlake Symmetri

Silverlake Symmetri's solutions provide banks with a range of banking software that enables them to address their core banking, customer management, online banking, mobile banking and card management requirements.

Banks around the world are using the suite's componentised business solutions to help drive their customer service, retention and core operational strategies through improved visibility of customer relationships and increased front to back office efficiencies. The flexibility and functional breadth of these solutions helps banks to optimise the customer experience, improve operational efficiencies and excel through innovation, ensuring banks drive profitability and maintain compliance.

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## About Silverlake Axis

Silverlake Axis creates technologies and build sustainable and dynamic environments to enable the Digital Economy. What sets Silverlake Axis apart is the foundation for its computing principles, which are grounded on mathematical theories.

Silverlake Axis has more than 25 year track record of experience and a breadth of expertise as a leading provider of Digital Economy solutions and services for major organizations in Banking, Insurance, Payments, Retail and Logistics industries. Over 40% of the top 20 largest banks in South-East Asia run the Silverlake Axis core banking solution, and we are the core system platform partner of choice for 3 of the 5 largest ASEAN super regional financial institutions.

Today, the Group's solutions are delivering operational excellence and enabling business transformations at over 200 organisations in ASEAN, Australia, China, Europe, Japan, Middle East, New Zealand and South Asia. Silverlake Axis is listed in the Mainboard of the Singapore Stock Exchange (SGX).

For more information, please visit [www.silverlakesymmetri.com](http://www.silverlakesymmetri.com)  
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