

Customer Relationship Management

(Capability)

1. Role Definition
2. Example of Use
3. Executive Summary
4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



This function handles managed customer relationships. There will typically be a customer development plan and budget/targets for higher value customers. The function may draw on external market insights as well as internal product and service fulfillment to track performance and trigger contact when appropriate. The function is a key source of business development providing product/service matching and awareness. As the primary point of contact the relationship manager can help in issue resolution and trouble shooting. Relationship management applies to corporate and high net-worth clients. Automated knowledge-based facilities may offer some relationship management functions at the consumer banking level in particular for sales and marketing

2. Example of Use



A corporate customer relationship manager reviews recent activity for a customer and notices that levels of activity are trending lower. Possible external (market) and internal (servicing/ fulfillment) activities are reviewed for possible causes. A meeting is scheduled to determine the reason and if any banking products/ services could help or are at further risk

3. Executive Summary

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This service domain develops and executes a customer plan to maintain and build a customer relationship. Activities include ongoing customer contact, tracking internal and external events and activity of interest and relevance, product and service matching and sales, processing ad-hoc queries, trouble shooting and issue resolution including the initial phases of troubled account recovery

4. Key Features

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- Develop a customer relationship plan/targets
- Liaise/advise customer, develop relationship
- Match products and services to customer needs
- Troubleshoot issues with customer

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Customer Relationship Management API (https://app.swaggerhub.com/apis/BIAN-3/CustomerRelationshipManagement/12.0.0)
Core Business Object	
Individual Analytics	customerRelationshipManagementPlanAccumulators customerRelationshipManagementPlanActivityAnalysis customerRelationshipManagementPlanPerformanceAnalysis customerRelationshipManagementPlanTrends&Events
Portfolio Analytics	customerRelationshipManagementPlanPortfolioActivityAnalysis customerRelationshipManagementPlanPortfolioMake-UpAnalysis customerRelationshipManagementPlanPortfolioPerformanceAnalysis

Scenarios

-  Handle Request for Windfall Investment (views/view_55037.html)
-  Perform Customer Eligibility Profile Update (views/view_55074.html)
-  Process Internal Upsell Campaign (views/view_55064.html)
-  Process Bank Internal Instruction to Block Corporate Current Account (views/view_54931.html)
-  1b - Retrieved ASPSP Account Information Trigger NBP (views/view_54959.html)
-  Handle Request to Issue Guarantee on Request of Another Bank (views/view_54980.html)
-  Process End of Daily Booking Window for Account Dormancy (views/view_55290.html)
-  Process Closing of Corporate Loan (views/view_55458.html)
-  Process Performance Review (views/view_55107.html)
-  Process Disbursement for Modification of Corporate Loan (views/view_55401.html)
-  Handle Request for Corporate Loan (views/view_55212.html)
-  Retrieve Loan to Value Ratio (views/view_55242.html)
-  Handle Request for Product Support (views/view_55511.html)
-  Handle Request for Investment Plan (views/view_55514.html)
-  Process Internal Customer Upgrade (views/view_55263.html)
-  Handle Request for Credit Facility (views/view_55481.html)
-  Assess Customer Behaviour Model Performance (views/view_55371.html)
-  Process Portfolio Rebalancing (views/view_55523.html)
-  Develop Customer Insights (views/view_55541.html)
-  Handle Request from Investor for Loan Portfolio Servicing Agreement (views/view_55556.html)
-  Handle Request for Preferential Rates for Corporate Current Account (views/view_55484.html)
-  Execute Internal Campaign (views/view_55350.html)
-  Conduct Relationship Development Planning (views/view_55535.html)
-  Perform Underwriting for Corporate Loan (views/view_55254.html)
-  Handle Request for Product Selection (views/view_55673.html)
-  Handle Request for Power of Attorney (views/view_55182.html)
-  Perform Customer Relationship Development Planning (views/view_55161.html)
-  6 - Trigger and “recalculate product eligibility” (views/view_35566.html)
-  EXT Handle Request for Preferential Rates for Corporate Current Account (views/view_54889.html)
-  Handle Request for Issuance of Commercial Paper (views/view_54869.html)
-  Handle Request for Corporate Sweep Agreement Considering Inter-Company Loan Agreements (views/view_54604.html)
-  Process Opening of Loan Servicing Account (views/view_54992.html)
-  Process Modification of Corporate Loan (views/view_54822.html)
-  Handle Request for Internal Credit Transfer Requiring Second Line Authorisation (views/view_54643.html)

- Conduct Corporate Loan Collateral Due Diligence (views/view_54660.html)
- Handle Request for Modification of Corporate Loan (views/view_54654.html)

Service Role Develop, maintain and execute a customer plan to maintain and build a customer relationship. Activities include maintaining customer contact, tracking internal and external events and activity of interest and relevance, product and service matching and sales, processing ad-hoc queries, trouble shooting and issue resolution including the initial phases of troubled account recovery

BIAN Life Cycle

Registration Status Registered

Stereotypes

stereotype ServiceDomain

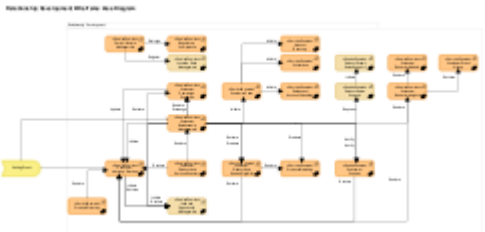
Appears on ^

(views/view_50878.html)



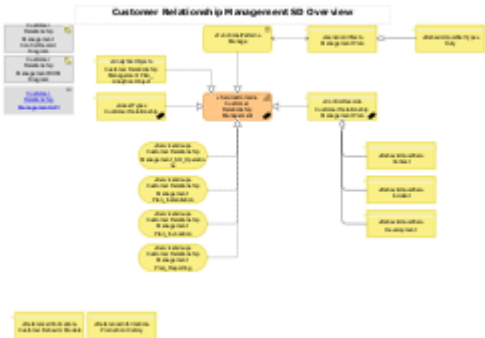
BIAN Coreless 2.0 Wireframe

(views/view_51270.html)



Relationship Development

(views/view_51321.html)



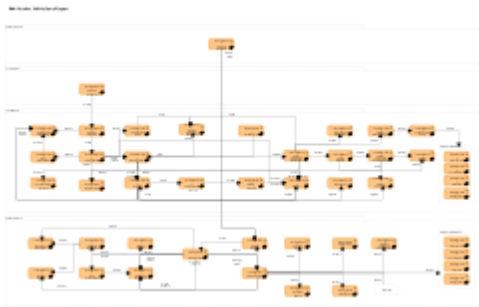
Customer Relationship Management SD ...

(views/view_51447.html)



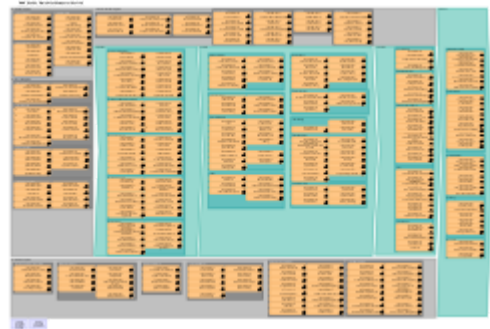
Total view new style for Interaction Mana...

(views/view_51594.html)



BIAN Coreless 3.0 Wireframe

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view_51723.html)



TPP Backend

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations



aggregated by



Customer Management (object_25.html?object=130142)

Wave 1 (object_25.html?object=153747)



Relationship Management (object_25.html?object=172032)

TPP Backend (object_25.html?object=83605)

associated
with



Calling Event (object_25.html?object=150250)

gets input from



Customer Relationship Management (object_21.html?object=30437)
Business Unit Management (object_21.html?object=30964)
Servicing Order (object_21.html?object=32295)
Corporate Current Account (object_21.html?object=34221)
Customer Offer (object_22.html?object=39968)
Customer Campaign Execution (object_22.html?object=40236)
Customer Case (object_22.html?object=47339)
Session Dialogue (object_23.html?object=48273)

is associated
with



Customer Relationship Management (object_44.html?object=30438)
Customer Relationship Management (object_44.html?object=41875)

is equal to



Customer Relationship Management (object_36.html?object=31264)

is part of































Customer Management (object_25.html?object=130142)



realized by

-  Customer Relationship Management Plan_ Analytics Object (object_25.html?object=111149)
-  Customer Relationship Management_SD_Operations (object_19.html?object=149500)
-  Customer Relationship Management Plan_Reporting (object_17.html?object=149511)
-  Customer Relationship Management Plan_Instantiation (object_17.html?object=149533)
-  Customer Relationship Management Plan_Invocation (object_17.html?object=149535)
-  Customer Relationship Management_SD_Service Group (object_19.html?object=241915)
-  Ec BQ Accept, reject, verify a development activity (object_13.html?object=30728)
-  Re BQ Retrieve details about relationship development activity (object_13.html?object=31074)
-  Co CR Control the processing of a relationship plan (e.g. suspend) (object_13.html?object=31585)
-  Up BQ Update details about a relationship development task (object_13.html?object=31594)
-  Re BQ Retrieve details about a customer incident (object_13.html?object=32307)
-  Re CR Retrieve details about a relationship plan (object_12.html?object=33518)
-  Rq BQ Request a customer contact (object_13.html?object=34377)
-  Up CR Update details of an active relationship plan (object_14.html?object=34431)
-  Ec BQ Accept, reject, confirm details about a customer incident (object_13.html?object=34640)
-  Cr BQ Create contact handling capability (initialize and track) (object_14.html?object=35556)
-  Cr BQ Create customer incident reporting capability (initialize the capability) (object_15.html?object=38248)
-  Rq BQ Request a relationship development task (object_15.html?object=38306)
-  Cr BQ Create customer development capability (initialize the capability) (object_15.html?object=39568)
-  Ec CR Accept, verify, reject aspects of the plan (object_15.html?object=39768)
-  Customer Relationship Management Plan (object_24.html?object=40343)
-  Re BQ Retrieve details about customer contacts (object_15.html?object=40418)
-  Ca BQ Capture details of a new customer incident (object_15.html?object=40579)
-  Co BQ Control the processing of a customer incident (e.g. raise priority) (object_15.html?object=40906)
-  Cr CR Create an initial relationship management plan (object_12.html?object=42291)
-  Up CR Update details of a customer contact (object_16.html?object=43186)
-  Customer Relationship (object_24.html?object=43312)
-  Up BQ Update details about a customer incident (object_16.html?object=43912)
-  Rq CR Request intervention with a relationship plan (e.g. arrange a customer meeting) (object_16.html?object=45716)
-  Gr CR Grant authorization for actions that impact the plan (e.g. qualify eligibility for a campaign) (object_17.html?object=47676)


sends output
to

-  Party Lifecycle Management (object_20.html?object=29780)
-  Corporate Tax Advisory (object_20.html?object=29854)
-  Servicing Event History (object_21.html?object=30330)
-  Customer Relationship Management (object_21.html?object=30437)
-  Party Routing Profile (object_21.html?object=31558)
-  Customer Agreement (object_20.html?object=32862)
-  Correspondence (object_20.html?object=32927)
-  Corporate Current Account (object_21.html?object=34221)
-  Customer Workbench (object_21.html?object=34733)
-  Customer Behavior Insights (object_21.html?object=34917)
-  Customer Tax Handling (object_21.html?object=35884)
-  Cash Management And Account Services (object_21.html?object=36789)
-  Customer Product And Service Eligibility (object_21.html?object=36792)
-  Legal Entity Directory (object_21.html?object=37530)
-  Investment Portfolio Analysis (object_21.html?object=37857)
-  Customer Offer (object_22.html?object=39968)
-  ECM And DCM (object_22.html?object=40135)
-  Customer Position (object_22.html?object=41136)
-  Guideline Compliance (object_22.html?object=41242)
-  Customer Credit Rating (object_22.html?object=43153)
-  Employee Assignment (object_22.html?object=43900)
-  Consumer Advisory Services (object_22.html?object=44522)
-  Document Directory (object_22.html?object=44708)
-  Lead and Opportunity Management (object_22.html?object=45446)
-  Customer Event History (object_23.html?object=47633)
-  Session Dialogue (object_23.html?object=48273)
-  Investment Portfolio Planning (object_23.html?object=48534)
-  Correspondent Bank Directory (object_23.html?object=48674)


serves









-  Customer Management (object_6.html?object=126743)
 -  Interaction Management (object_6.html?object=130131)
-

triggered by

- 
- Customer Relationship Management (object_21.html?object=30437)
 - Servicing Order (object_21.html?object=32295)
 - Correspondence (object_20.html?object=32927)
 - Party Asset Directory (object_21.html?object=34169)
 - Corporate Current Account (object_21.html?object=34221)
 - Customer Behavior Insights (object_21.html?object=34917)
 - Payment Order (object_21.html?object=35550)
 - Collateral Asset Administration (object_21.html?object=37744)
 - Customer Offer (object_22.html?object=39968)
 - Customer Campaign Execution (object_22.html?object=40236)
 - Customer Product and Service Directory (object_22.html?object=41591)
 - Customer Behavior Models (object_22.html?object=41791)
 - Bank Guarantee (object_22.html?object=44405)
 - Underwriting (object_22.html?object=44666)
 - Session Dialogue (object_23.html?object=48273)

triggers

	Party Lifecycle Management (object_20.html?object=29780)
	Document Services (object_21.html?object=30399)
	Customer Relationship Management (object_21.html?object=30437)
	Term Deposit (object_21.html?object=30653)
	Mortgage Loan (object_21.html?object=31825)
	Product Expert Sales Support (object_21.html?object=32141)
	Investment Portfolio Management (object_21.html?object=32159)
	Servicing Order (object_21.html?object=32295)
	Customer Agreement (object_20.html?object=32862)
	Correspondence (object_20.html?object=32927)
	Legal Advisory (object_20.html?object=32993)
	Market Information Management (object_20.html?object=33336)
	Party Asset Directory (object_21.html?object=34169)
	Corporate Current Account (object_21.html?object=34221)
	Customer Workbench (object_21.html?object=34733)
	Customer Behavior Insights (object_21.html?object=34917)
	Market Research (object_21.html?object=34938)
	Product Directory (object_21.html?object=34953)
	Market Data Switch Operation (object_21.html?object=35659)
	Customer Product And Service Eligibility (object_21.html?object=36792)
	Corporate Treasury (object_21.html?object=37090)
	Current Account (object_21.html?object=37122)
	Legal Entity Directory (object_21.html?object=37530)
	Collateral Asset Administration (object_21.html?object=37744)
	Investment Portfolio Analysis (object_21.html?object=37857)
	Sales Product Agreement (object_21.html?object=37916)
	Savings Account (object_21.html?object=38858)
	Customer Offer (object_22.html?object=39968)
	ECM And DCM (object_22.html?object=40135)
	Customer Campaign Execution (object_22.html?object=40236)
	Credit Facility (object_22.html?object=40622)
	Customer Position (object_22.html?object=41136)
	Cash Concentration (object_22.html?object=41205)
	Guideline Compliance (object_22.html?object=41242)
	Investment Account (object_22.html?object=41278)
	Disbursement (object_22.html?object=41459)
	Customer Product and Service Directory (object_22.html?object=41591)
	Information Provider Operation (object_20.html?object=42204)
	Brokered Product (object_20.html?object=42491)
	Corporate Loan (object_20.html?object=42505)

	Consumer Loan (object_22.html?object=42931)
	Customer Credit Rating (object_22.html?object=43153)
	Credit Management (object_22.html?object=43774)
	Consumer Advisory Services (object_22.html?object=44522)
	Underwriting (object_22.html?object=44666)
	Product Sales Support (object_22.html?object=44680)
	Document Directory (object_22.html?object=44708)
	Product Matching (object_22.html?object=44814)
	Party Reference Data Directory (object_22.html?object=45230)
	Lead and Opportunity Management (object_22.html?object=45446)
	Legal Compliance (object_22.html?object=45783)
	Customer Case (object_22.html?object=47339)
	Collateral Allocation Management (object_23.html?object=47470)
	Customer Event History (object_23.html?object=47633)
	Session Dialogue (object_23.html?object=48273)
	Investment Portfolio Planning (object_23.html?object=48534)
	Product Fulfillment SDs (object_25.html?object=83652)
