Marquis

CallTrax NEXT: At the Cutting-edge of CRM

In a world where data is the new currency, companies need the assistance of a service provider that can help them understand their data and information and bring it together into a very strong set of integrated solutions to improve marketing and the customer experience. This is especially true for financial institutions where they communicate with customers and prospects on numerous levels, with each interaction generating information scattered across multiple departments and systems.


Susan R. Faulkner

A CRM that is merely a system is ordinary. What we want is a CRM that is woven into the fabric of the customer experience. While interacting with the client, having all the data together into one relationship data ensures everyone is at the same page allowing our clients to treat their customers as an individual and not just as a number

"In the financial services space, the competition isn't necessarily on the product or price or convenience. It is on competing for the personal touch and one-to-one relationship with the customers," says Ryan Housefield, Senior Vice President at Marquis. This is relevant while taking into consideration the nature of the industry where products can be easily imitated, making it hard for banks and credit unions to differentiate themselves from the competition. It is in this line and length that Marquis, the market leader in financial services, holds value.

Since 1987, Marquis has been providing financial institutions marketing and compliance software as well as their expertise to assemble, analyze and act on data. Designed 'by bankers for bankers,' their services are directly aimed at addressing the pain points in the landscape. "It's not just about the technology. Our primary aim is to understand the culture of our clients, their strategy and ideas for growth so that we can help them grow using data for efficient marketing, and CRM for elevated relationship management," says Housefield.

The company's newly designed CRM system, CallTrax NEXT was designed with features and functionality designed around financial services practices and banking milieu. CallTrax NEXT is focused on supporting a 'day in the life' of a banker or credit union professional with the necessary tools and capabilities included in the platform. The Marquis CRM program includes a comprehensive sales and service assessment and adoption plan that takes the stress out of implementation for management and the frontline doing the heavy lifting. This is carried out through a holistic approach right from the C-suite down to a contact center associate. The assessment provides strategic feedback that drives client set up and implementation from pilot group to enterprise-wide adoption.

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to treat their customers as an individual and not just as a number," says Susan R Faulkner, CEO of Marquis.

A Marquis success story with a client focused on loan growth sums up the value of a follow-up phone call in addition to a marketing message. The client used Marquis' product propensity model to identify members that were most likely to respond to a loan offer. This campaign achieved a respectable 2.5 percent response rate.

The next time they ran the same campaign, they added an outbound phone call and distributed the call list through their CRM, so staff could add a personal touch to see if the member was interested in taking up the offer. This drove a ten percent response rate simply by facilitating a calling program through the CRM to follow up with members they knew were likely in the market for one of their loan products.

Almost a year after launching CallTrax NEXT, Marquis aims to continue their growth, with more than 600 financial institutions as clients. "We believe the reason for our growth boils down to us addressing a gap in the market. Clients appreciate a partner that knows their business, speaks their language and understands their sales and service culture and is a hundred percent focused on their industry," says Housefield. CR

Ryan Housefield

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