MULESOFT + SERVICE CLOUD ACCELERATOR

Managing Financial Balances, Loans & Policies The Right Way
Many of our financial services customers use multiple systems to manage their accounts, customers, financial balances, loans and applications, policies, bank details and more.

The operations department need all of that information to be easily available in one place so that they can service and support the customer in multiple situations.

Today’s customers expect the ability to contact companies through multiple channels, such as webchats, emails, social media, phone, text and online. Making all these channels available and centralizing them for the customer service team can be a big challenge for many companies.

The second challenge they face is to give their customer service agents all the details they need about customers and allowing them to take actions in order to provide efficient support. If a customer service agent needs to access multiple systems or cannot access information about a customer, it can lead to poor customer experience and results in a high cost of servicing a customer.

Not only can customer service benefit from viewing all of a customer’s information in one place, other departments such as fraud, complaints, underwriting, customer care and collections can also benefit from this.

Providing this visibility into customer data gives teams the ability to automate their processes, allowing businesses to fully support their customers and improve the overall customer experience.
Integration

In order for all customer data and operations to be available to any user within an operations team, we need to integrate with a number of systems.

Most large companies are using multiple systems to manage their customers, from multiple policy systems to systems for managing customer loans, balances, data, quotations, ERP, etc.

In order to do integration solutions differently, we make integration solutions re-usable and scalable. This also allows any other system within the business to benefit.

The most common solution is an API-led architecture using a solution such as Mulesoft.

Mulesoft connects all systems together, allowing Service Cloud to access all the relevant customer data and perform actions on behalf of a customer.
Once all the different customer data and customer operations are made available to Salesforce, it’s possible to share that to different operation users. This allows them to search, view customer information and support any customer with any inquiry they might have.

Different pieces of information may only be available to some operation agents and not to others, depending on how sensitive the information is.

The integration solution allows us to bring in all the financial information on a customer eg. a loan or an insurance policy. Often, we integrate with systems such as Mambu, which manages customers loans, balances, transactions and payments. We can then distribute these details to customer service agents so they can service the customer better.
Utilising service cloud, we can centralize all the support channels to one place. This will allow the same customer support agents to help customers in any channel they choose to contact through.

Service cloud can also increase collaboration between agents, automation of repetitive tasks.

Agents can also see a complete view of a customer’s financial history. For example, if an agent had received a question from a customer about a loan they have, the agent can view all the information related to the loan including the balance, loan status, repayment schedule, number of transactions, etc.

Service Cloud ensures agents support customers in the right way by utilising features such as omni-channel, knowledge, macros, SLAs and entitlement.
THE SOLUTION

GDPR

Having all your customer’s information in one place makes it easier to be GDPR compliant. Having more time to answer DSAR requests and automation are just some of many benefits for operations department.

This integration allows the ability for operations teams to click one button and create one document with all the information on a customer. If a customer wants to delete all their information, this is now also an easier task to complete.

FCA Regulation

Other functionality we can make available in Service Cloud is regulatory requirements. Requirements like allowing customer service agents to view and update the Income and Expenditure forms of customers. Doing this makes sure agents are treating customers fairly.

Having customers fill all their financial information in on an Income and Expenditure form is essential.

This is the functionality that customer must have online and should also be made available internally. Having access to this information is also crucial for the customer care and the complaints teams.
**OTHER KEY FEATURES**

Credit Info - Displays all of the credit information collected on a customer, from different credit bureaus, at the point customers given a loan. Helpful for Fraud & Complaints investigations.

Repayments - Operation users such as customer service, collections agents, complaints team can setup repayment plans for customers.

Resend Contracts/Agreements - agents can resend customers their original loan agreements which they have signed.

Refunds - Agents have the facility to quickly execute a refund to customers.

Payments - Agents have the ability to accept payments from customers.

Credit Cards - Agents can add and edit customers’ credit card details directly from within Salesforce.
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