Sage CRM

Customer Success

Sage CRM, Supporting Growth at The Cortland Savings and Banking Company

Operating out of 12 branch locations and its head office in Cortland, Ohio, the core business of Cortland Savings and Banking Company provides business banking services to commercial account relationships and small businesses. The firm employs 175 people and prides itself on offering a full range of services with a personal touch. An obstacle on this mission was a CRM system that was difficult to navigate and riddled with duplicate entries, becoming a liability rather than an asset.

"When you did a search, you might find an individual logged as an opportunity as well as a customer," said Sara Smith, CRM administrator at the bank. Reports were difficult both to write and to distribute to the staff. Additionally, there were always issues with the quality of the data because it wasn't properly integrated with the company's core banking system.

Cortland is a growing community bank with more than 50,000 combined prospects and customers in its database, effective CRM tools were a necessity for the business, according to the bank's chief executive, James Gasior. Recognizing that a change needed to be made, he took advice from a Sage Business Partner, Cat Consulting, and made the switch to Sage CRM.

Providing a 360-degree View of Client Interactions

Sage CRM was deployed to give Cortland a single source of data with 40 licensed users. Thanks to tight integration with Outlook and the core banking system, an information repository was created that could record every point of client interaction around multiple services.

As prospects are contacted and entered into the system, retail and commercial colleagues share the same 360-degree view of clients, empowering them with the information they need to pursue new opportunities.

Jeff Tweardy, owner of Cat Consulting, carried out extensive customization to make sure Sage CRM was aligned to Cortland's business needs.

Customer

The Cortland Savings and Banking Company

Industry

Financial Services

Location

Cortland, OH

Challenge

Tracking and administering multiple financial products, identifying new opportunities, and monitoring loan covenant requirements for the growing number of account relationships was proving challenging for the bank.

Solution

By retaining a complete record of a customer's products and communications in one place, Sage CRM helps organizations streamline their call and sales prospecting pipelines to achieve a 360-degree view of client interactions for in-depth reports.

Results

Sage CRM has supported Cortland's efforts to grow loans and interest income at the same time as providing better and more accurate records of customer interactions, across multiple services, while mitigating risk.

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More than a database front end, Sage CRM is central to the bank's workflow, tracking opportunity pipelines and seamlessly merging prospects into customers when a deal is closed. A unique identifying number makes each client searchable throughout Sage CRM, avoiding double entry and duplication of information.

As well as monitoring new opportunities and reviewing loans, the automated process also ticks boxes for regulatory requirements, helping mitigate risk. Portfolio managers can use information collected in Sage CRM to identify issues that might cause problems within a portfolio.

The software has been customized to include a risk grade column that appears in a customer search. Dig down into the communications log and there is a detailed record that provides a thorough audit trail of all related communications including those involving financial covenant exceptions. Searches can also help identify cross-sell opportunities to grow the revenue base.

Although Sage was initially made available to the Commercial Loan group to facilitate the loan production and account administration responsibilities for those in the group, the CRM tool is now being used by the retail, mortgage, and wealth management areas as well.

Growing Loans and Interest Income

The key benefit of Sage CRM to Cortland is the accessibility of customer account relationships by different departments. Sage CRM provides a mechanism to effectively view the specifics of the account relationship and to allow staff to refer additional financial service products to the customer. Whether it's commercial lending or retail, an investment or deposit opportunity, Sage CRM provides a complete communication history of every "touch point."

Central records have eradicated the risk of mistaking a customer for a prospect. Rigorous workflow processes have eliminated data duplication to create a single repository that is accurate, up to date, and closely integrated with the company's core banking system. Management has access to unprecedented levels of reporting with dashboards that instantly show the loan or deposit status of customers.

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>
> —James Gasior
> Cortland Chief Executive

"Reporting is now phenomenal. Whether it's pulling queries on statements or calculating the balance on loans and deposits, we can do it from within Sage CRM," said Smith. "Not only can you go into a company's records and see the current loan, deposit, and investment opportunities, you can drill down to analyze relationships."

Because Sage CRM is opened and accessed through a standard web browser, it can be used from anywhere using any portable device. "When lenders visit a customer site, the system gives them secure access to all the client details they need, making the business much more mobile," she said.

Smith also praises Sage CRM for its intuitive interface, using herself as an example of how an administrator has quickly been able to get to grips with the software and customize fields to suit her needs. The next phase will be to unlock the e-marketing features in the package, tailoring email campaigns to drive more business.

Cortland Chief Executive—James Gasior—sums up the success of the deployment: "We are committed to building franchise value through sustainable growth while managing risk and abiding by today's stringent regulatory requirements. There is no doubt that Sage CRM has provided an effective tool to manage growth on our balance sheet and in our portfolios while allowing us to better mitigate multiple areas of risk and to effectively comply with an ever expanding set of regulations."

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