

Limit the Impact of Changing Demands

How you can manage constantly evolving banking and credit institution compliance demands and changing customer expectations.

A recent study reported that 32.5 million users accessed mobile banking services in June 2011, up 21% from Q4 2010.¹ This not only introduces a major IT challenge for providing quality customer service, but also for protecting customer data.

Change is the only constant for financial institutions that want to remain competitive. Since it is impossible to predict the outcomes of pending regulations and evolving customer demands, you need to be more responsive to changes, as they happen, without an interruption to your business.

What if you could reduce uncertainty in your environment, would this help you limit the impact of changing regulations and customer demands? Your ability to reduce and manage uncertainty will depend heavily on the support of an agile network and IT infrastructure.

Meet Changing Customer Demands

Supporting a dialogue with your customers through technology can be a major IT challenge, but can present a compelling business case. Providing a variety of IT-enabled customer channels can help gather useful data that can guide the development of unique, targeted cross-sell and up-sell opportunities.

When you partner with CenturyLink, you can develop and expand new personalized products and services that increase retention, including:

- Dependable mobile and online access
- Robust self-serve applications
- More personalized loyalty programs

You can also expand your CRM and collaborative systems to integrate with business and call center applications to create data-driven results and metrics.

Manage Evolving Regulations

With increasing regulatory pressures on commercial banks, credit unions, card issuers, lenders and other financial services companies, you need to be able to:

- Demonstrate compliance without over extending your existing resources
- Rapidly change your business strategy without having to change your entire technology support model

With CenturyLink, you can depend on flexible, responsive cloud-based and converged voice and data solutions for greater functionality from your existing equipment. You can also limit the costs and administrative burdens of compliance reporting through the use of automated, network-supported systems that provide more detailed information with less management, all on a rock-solid, redundant infrastructure.

For example, we helped a large-sized banking institution maintain SAS 70 certification for all of their Web sites that are hosted within our state-of-the-art Data Center facilities. This provided them with automated systems for comprehensive, on-demand reporting for both internal and federal audits.

Visit centurylink.com/banking or ask your representative for related solution briefs to learn more about what CenturyLink can do for your organization.

¹Press Release: Mobile Banking App Usage in the U.S. Increases 45% from Q4 2010. ComScore. October, 2011.

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