

## ЗАГОЛОВОК ТИТУЛЬНОГО ЛИСТА

Наименование Департамента

ФИО/должность

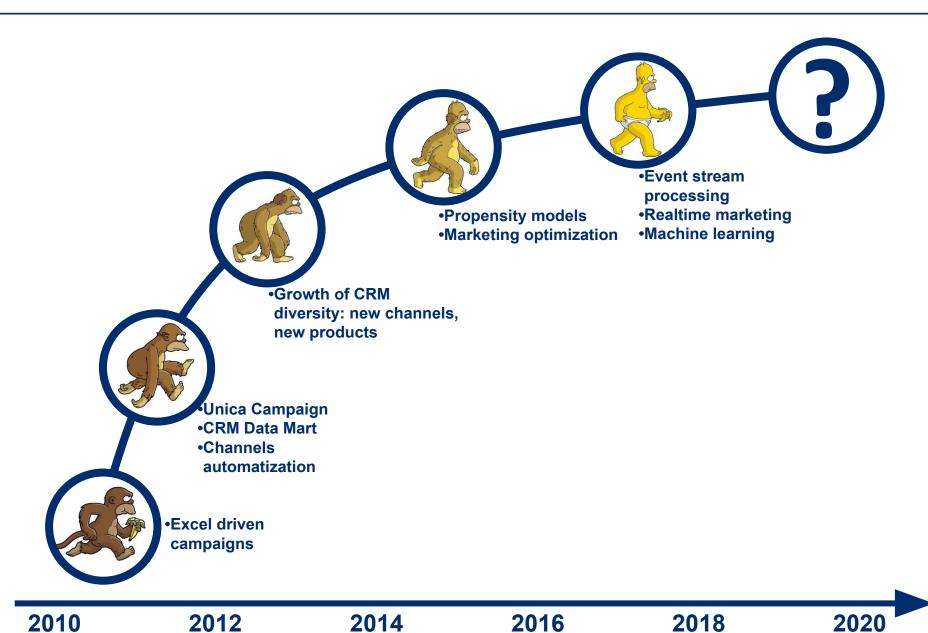


**Bank URALSIB** is one of the oldest Russian banks. It provides all variety of products and services to retail and corporate clients.

- 15-th russian bank in net revenue
- 1 billion+ of active clients
- 276 branches in 46 regions in Russia

glowbyte





- Irregular regional campaigns
- Manual uploads from data sources
- Campaign management using Microsoft Excel and Access
- Communications don't consider client response
- Occasional campaign reports

Our primary tools







The most valuable finding: centralization saves time and resources



- IBM Campaign implementation
- Automatization of major communication channels: SMS, cantact center, direct mail and e-mail
- Actualization of client contact details
- Global communication policy implementation

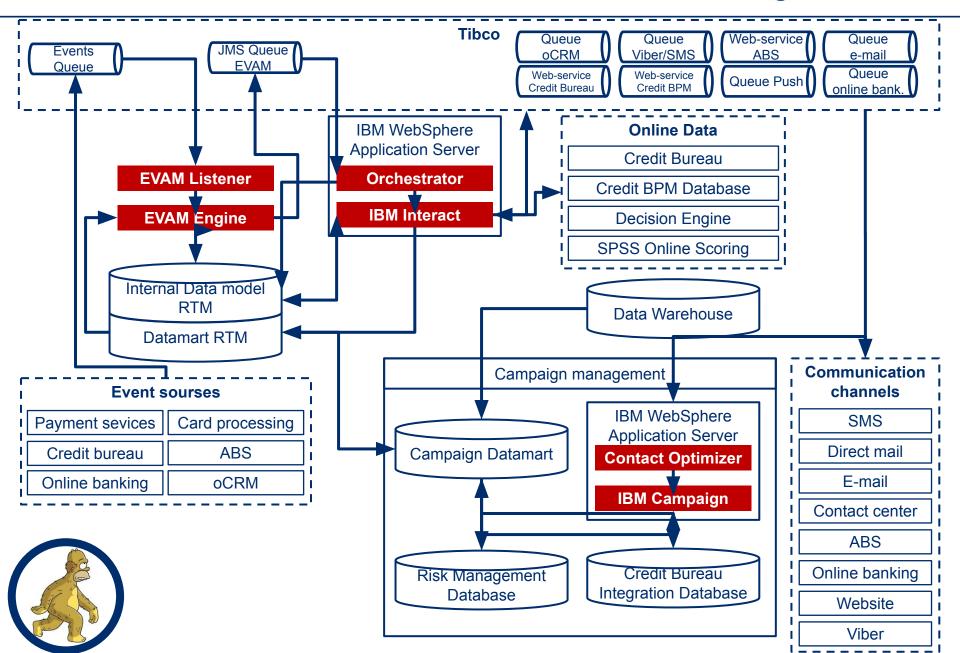
Data Warehouse Campaign management Communication **IBM WebSphere** channels **Application Server SMS** Campaign Datamart Direct mail **IBM Campaign** E-mail Contact center Credit Bureau **Risk Management ABS Integration Database Database** 



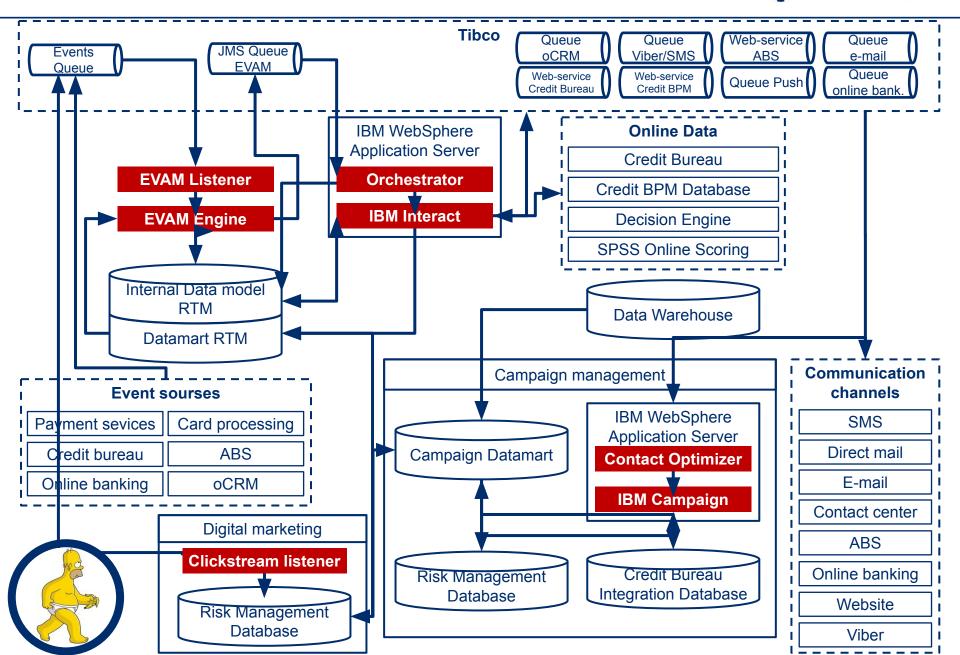
Data Warehouse Communication Campaign management channels SMS IBM WebSphere **Application Server** Direct mail Campaign Datamart E-mail **IBM Campaign** Contact center **ABS** Online banking Credit Bureau **Risk Management** Integration Database Database Website



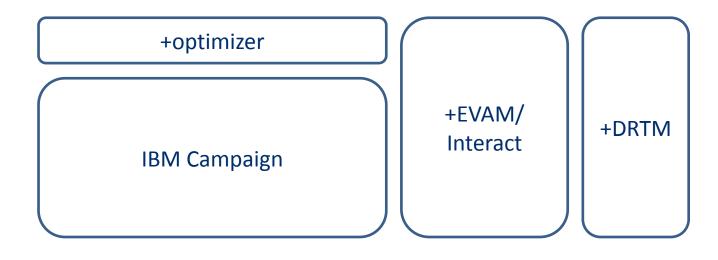














## Stage 1. Centralization saves time and resources



