



**УРАЛСИБ**

**БАНК**

# **ЗАГОЛОВОК ТИТУЛЬНОГО ЛИСТА**

**Наименование Департамента**

**ФИО/должность**

**Месяц, год**

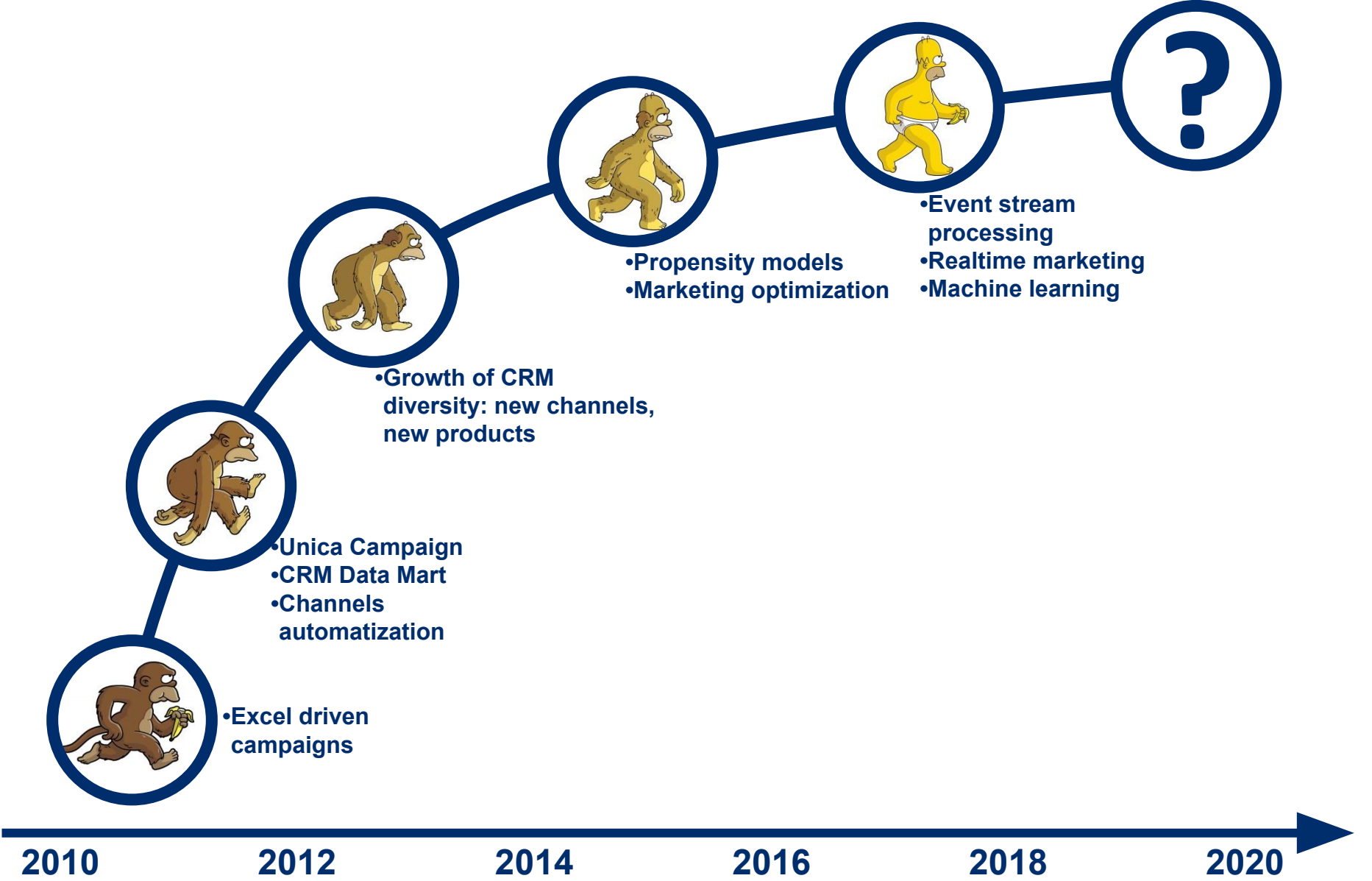


**Bank URALSIB** is one of the oldest Russian banks. It provides all variety of products and services to retail and corporate clients.

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

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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
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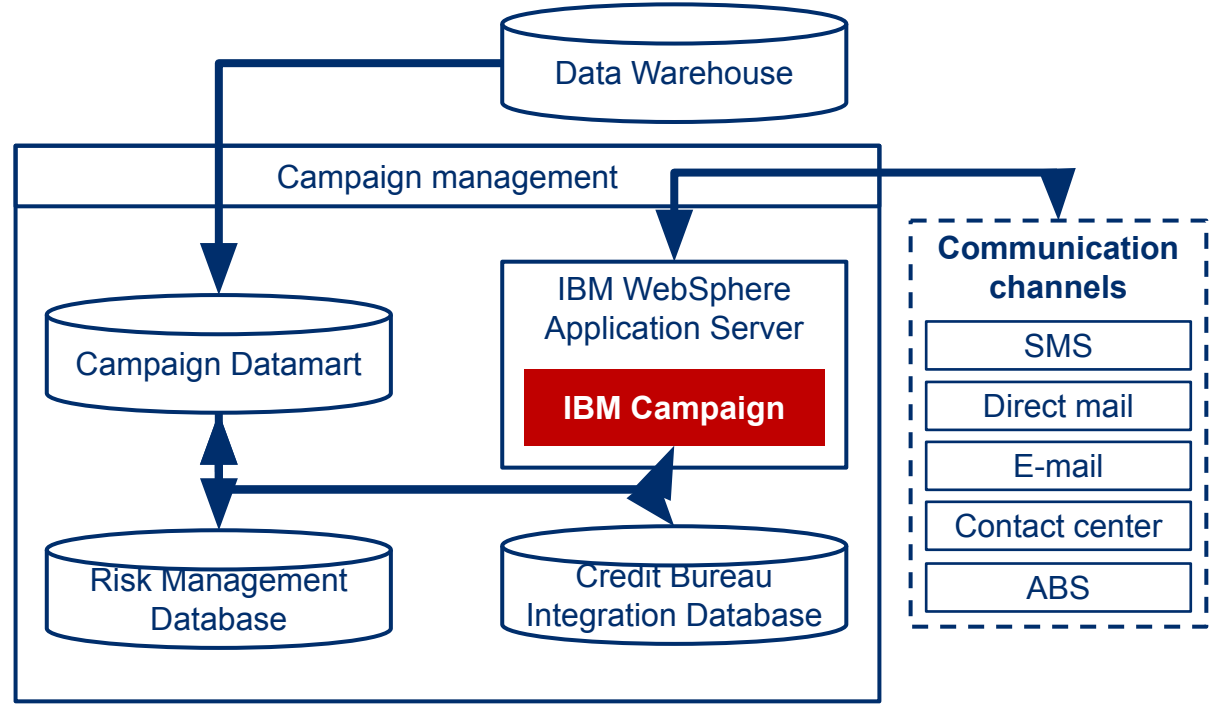
- **Our primary tools**

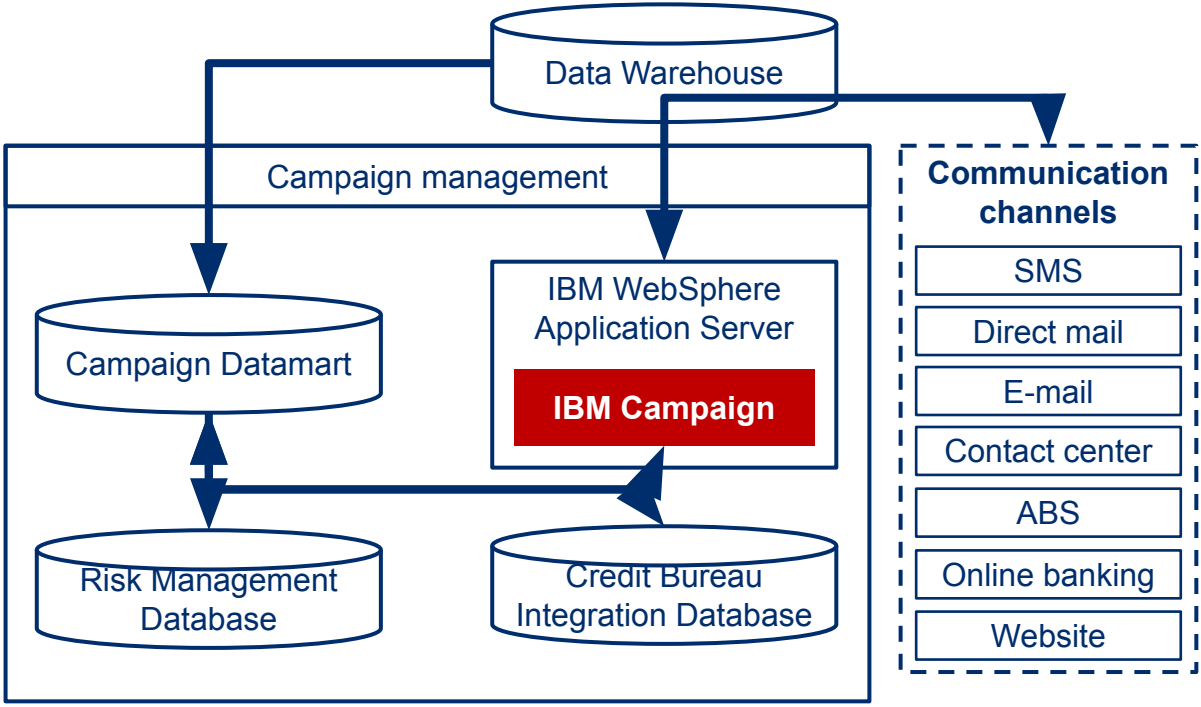


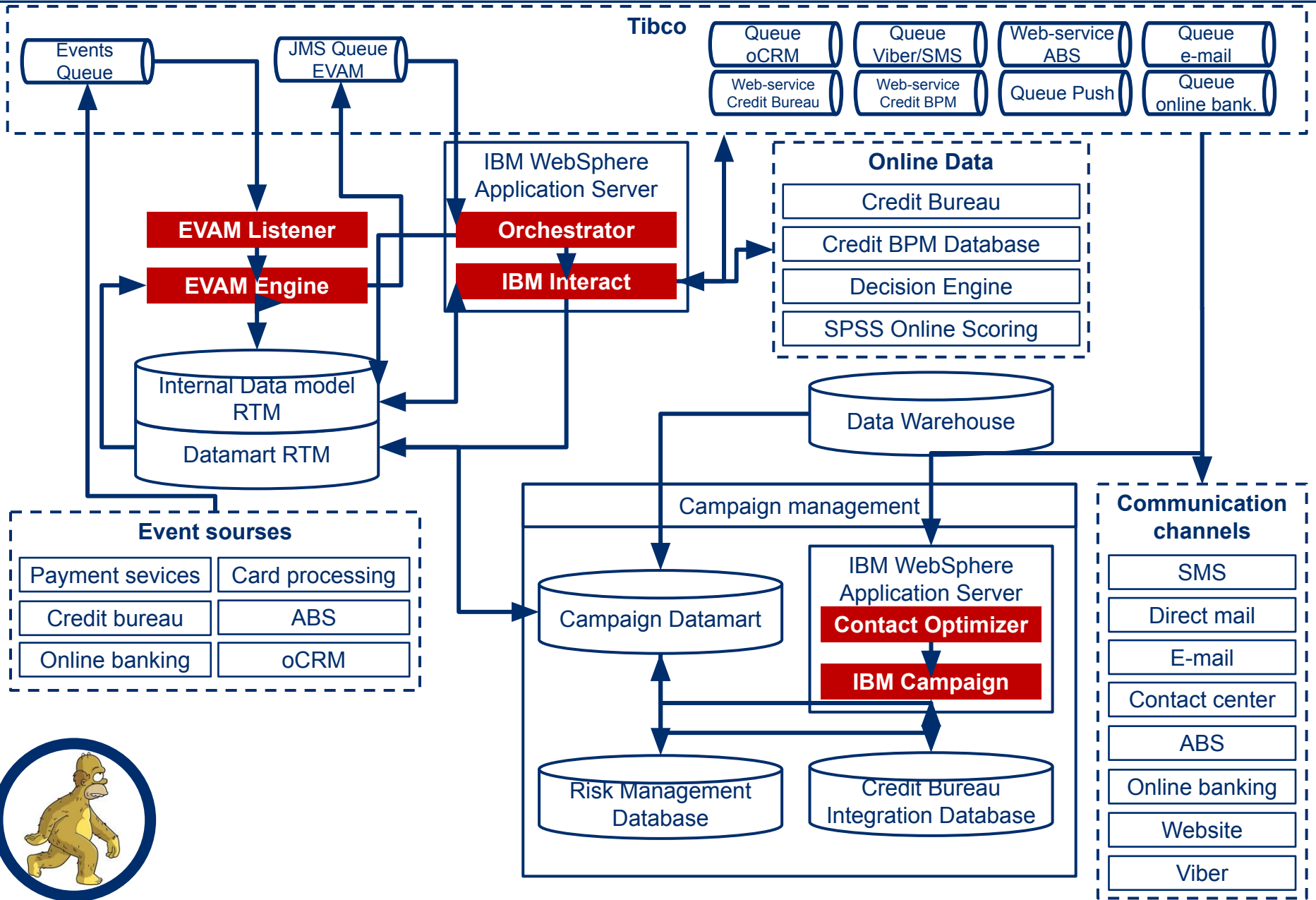
- **The most valuable finding:** centralization saves time and resources

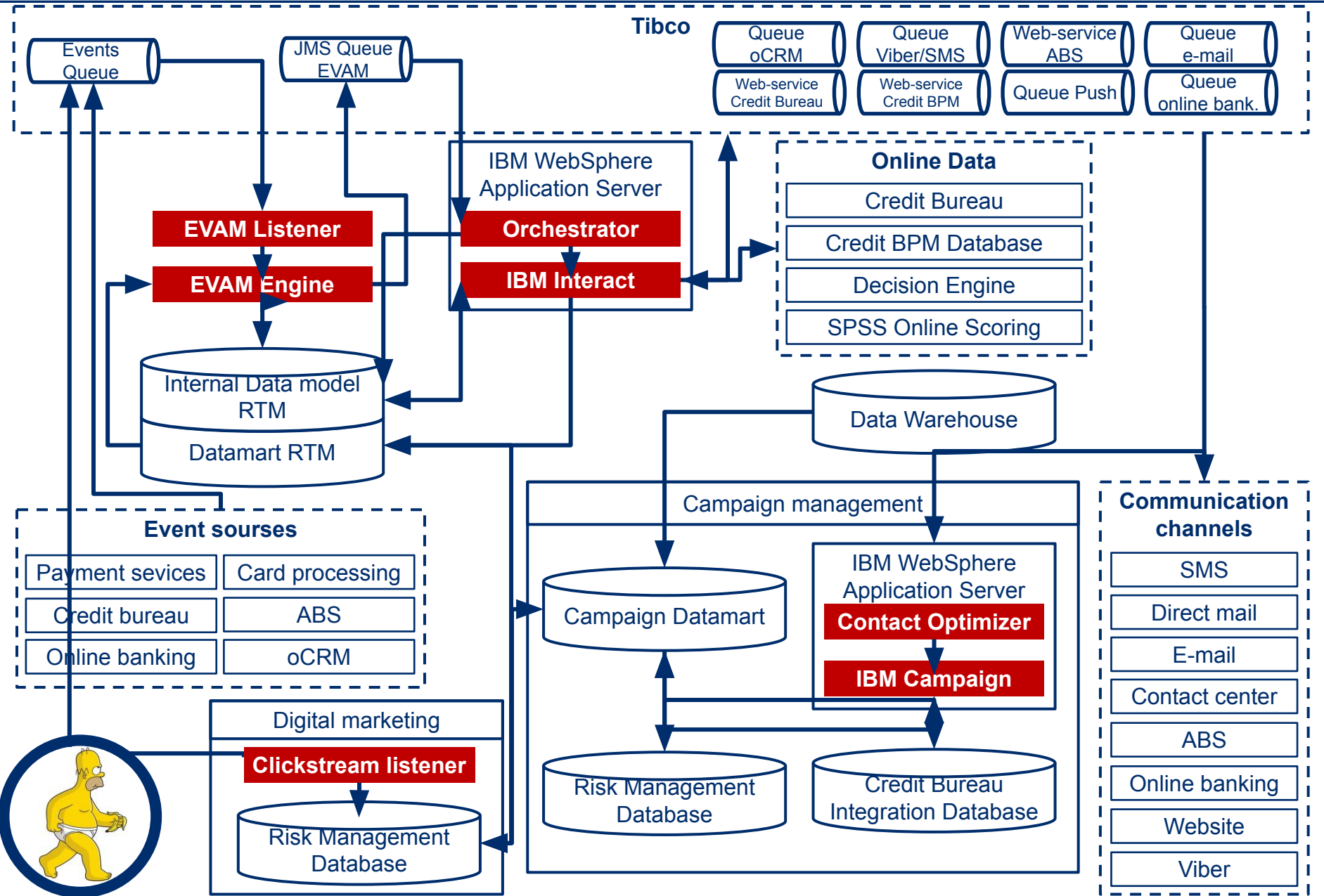


- IBM Campaign implementation
- Automatization of major communication channels: SMS, contact center, direct mail and e-mail
- Actualization of client contact details
- Global communication policy implementation

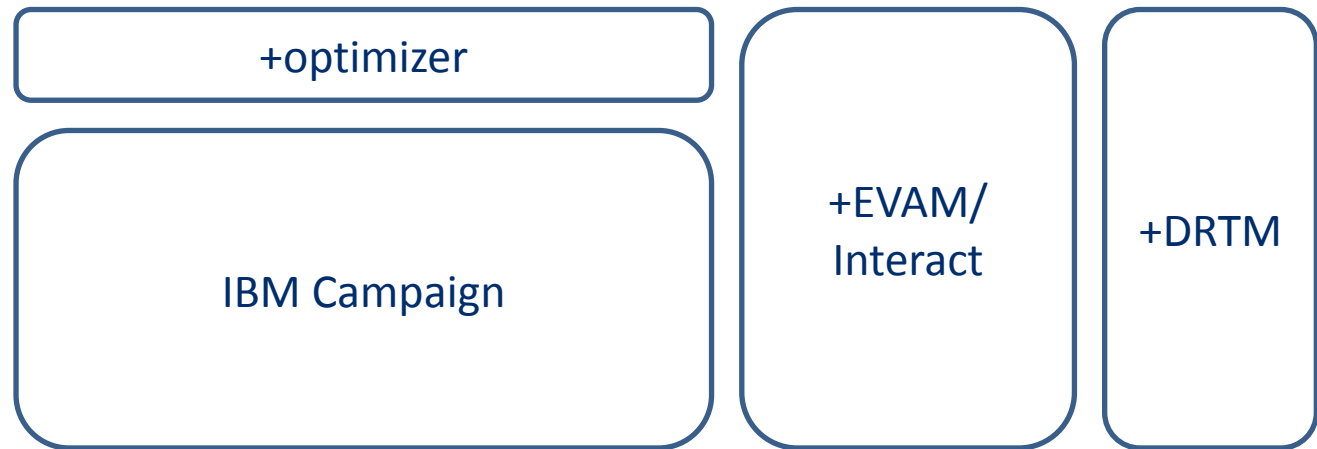








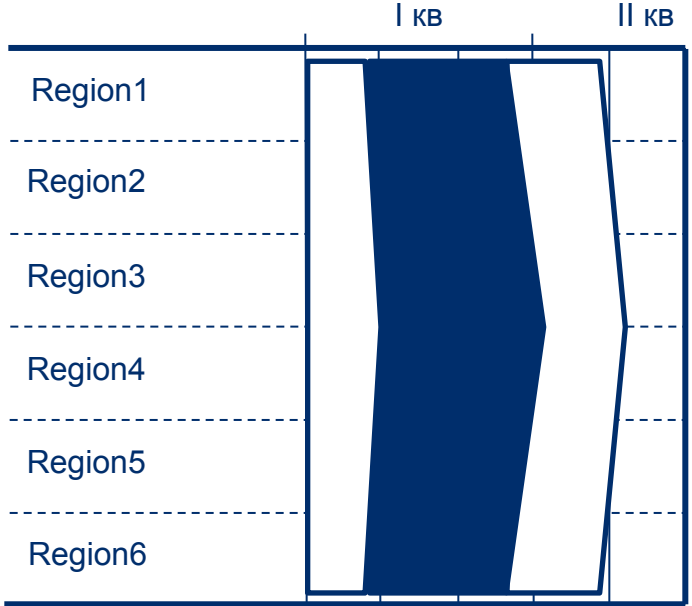




# Stage 1. Centralization saves time and resources



VS



-  Client sample creation
-  Communications
-  Analysis

