

Eclectics Connector + Dynamics 365 for FSI

Improve customer experiences in the financial industry

As we move forward in a technologically driven world, having a competitive edge, building brand loyalty, and delivering exceptional customer experiences can set a company apart. One way to achieve this is by employing a customer relationship management (CRM) solution to help deliver exceptional customer service.

What is Eclectics Connector + Microsoft Dynamics 365 for FSI?

Eclectics provides connectors to various banking applications, so we're able to consolidate customer data. This gives organization a 360-degree view of their customers to better understand them. The Eclectics Connector + Dynamics 365 solution has a familiar, easy-to-use interface, and it enables businesses to address their customers' issues faster. The CRM also gives businesses a holistic view of their service delivery, marketing, and sales performance.



Why customers use Eclectics Connector + Dynamics 365 for FSI

- Provides insights via 360-degree view of customers
- Is easily adaptable and familiar to users
- Can be accessed virtually anywhere on almost any device
- Leverages built-in connectors to consume data from multiple systems
- Is already customized for the banking industry

Customer insights

- Understand your customers better.
- Transform your data to reach the right audience.
- Gain actionable intelligence by predicting customer behavior.

Get a full view of your customer

Enhanced security

- Customizable security roles
- Field-level security
- Comprehensive audit capabilities

Enjoy a solid and secure Microsoft platform

Scalability and flexibility

- Scalable solution for organizations of all sizes
- Easy-to-deploy customizations
- Flexible deployment, either in the cloud or on-premises

Adapt the solution to your needs and respond to changes easily

Customer testimonial

"ECRM has given us a SPOC (single point of contact) and view of the customer across KCB. This has enabled us to resolve customer queries better and improve on our customers' experiences with KCB."

– Wanjiru Kinyua, Senior Manager for Customer Experience, KCB Bank Group

How Eclectics Connector + Dynamics 365 achieves business benefits for the financial industry



Increased visibility

- Provides a complete view of the business
- Integrates all customer data into a single, 360-degree view
- Produces measurable results for the various business components



Higher customer satisfaction

- Improved customer sentiments as a result of faster turnaround times
- Measurable success via statistics
- Better understanding of customers' needs



Adaptability

- Easily adaptable across the organization via familiar interface
- Already customized for the financial industry through familiar language and processes

CRM for the financial industry

Our promise to you

We promise to deliver a solution tailored specifically to the financial industry and to walk with you in your journey of growth.

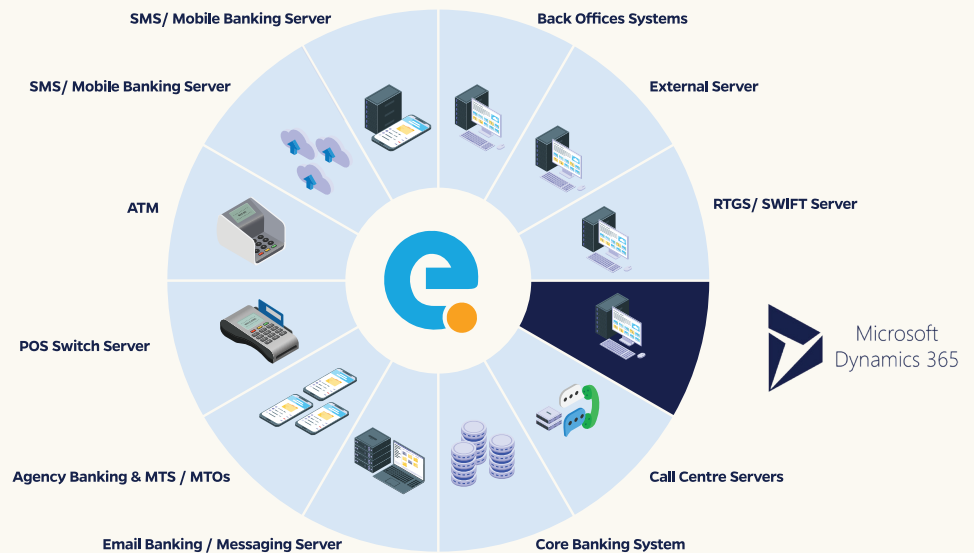
An offer to get you started

- Gain better understanding of your customers.
- Leverage a CRM tailor-made for the financial industry.
- Boost customer loyalty through delivery of exceptional customer experience.



By integrating your CORE platforms through our Azure Native ESB, Dynamics 365 users get the best of both worlds with great features including:

- 720 degree view as a single source of truth
- Microservice architecture offers decoupled services
- Shift from Capex to Opex model
- Security in-depth
- Hybrid deployment for on-premise support



Tangible benefits and desired outcomes

- Increased customer satisfaction and retention
- Better decision-making through improved business visibility
- Increased deal closures via targeted marketing

Why Eclectics International?

Eclectics International is an IT service delivery company with more than nine years of experience. We offer IT solutions to the financial industry, and we fully understand the sector's pain points. All of our solutions are tailored to issues we've identified over the years. We excel at targeted integration, bringing together data from various business silos and transforming it into usable, reliable information.