

▶ NetBank, Inc.

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► optimize interactions between your customers and your business.

Business Issues

NetBank, Inc., a diversified financial services company that offers its products via the internet, needed to expand its marketing capabilities to meet its overall growth objectives. As a pioneer in online banking, NetBank increasingly faced stiff competition from other financial services companies seeking to leverage growing consumer acceptance of online banking.

To meet this competitive need, NetBank implemented SSA Inbound Marketing and SSA Outbound Marketing, two products in the SSA Global™ Customer Relationship Management suite (SSA CRM, *powered by Epiphany*®).

The Company

Founded in 1996, NetBank is the oldest Internet-only bank and has the second largest bank-operated ATM channel in the U.S. Its primary areas of operation include personal and small business banking, retail and wholesale mortgage lending and transaction processing. It is ranked among the top 25 mortgage lenders in the U.S. NetBank has \$2.8 billion in deposits and \$4.5 billion in assets.

What's Critical

Leveraging its early leadership in online banking, NetBank had successfully expanded the scope of its business to include a wide range of financial services without resorting to the use of traditional brick and mortar branch offices. But with this rapid growth and diversification, NetBank had customer data scattered across multiple businesses and systems. To meet ambitious growth projections in an increasingly competitive environment, it was critical that NetBank obtain a single view of each customer to more effectively market its capabilities through its technology-driven channels.

company -----	NetBank, Inc.
solution -----	SSA Customer Relationship Management
product -----	SSA Inbound Marketing, SSA Outbound Marketing
industry -----	Financial Services
customer revenue -----	USD \$4.5B
employees -----	2,500
country -----	USA

“As a non-traditional financial services company, our ability to interact with customers on the Internet, via email and through our call centers is the foundation of our business model,” explains Marsha Calfee, Director, CRM Delivery, NetBank, Inc. “We needed a solution that would help us better understand who our customers are, how they want NetBank to interact with them and what new services are of greatest interest to them.”

The solution would, therefore, have to be a web-based customer relationship management solution that could handle inbound and outbound marketing and provide the analytical capabilities necessary to help NetBank target new and existing customers with attractive new product offerings.

Finding the Right Solution

NetBank chose to implement an SSA CRM solution comprised of SSA Inbound Marketing and SSA Outbound Marketing. “The comprehensive functionality in SSA Inbound Marketing and SSA Outbound Marketing was clearly the best fit for our technology-driven business model,” continues Calfee.

The functionality in SSA Inbound Marketing is being used by NetBank to leverage customer contacts via the Web and call center by analyzing the customer’s profile in real time and presenting the NetBank employee handling the inquiry with the highest potential cross-sell and up-sell offers. The solution scores the possible offers for each customer by the likelihood they will be accepted and the contribution they would make to NetBank.

The company was attracted to the SSA Outbound Marketing solution because of its ability to support NetBank’s strategy to implement more targeted outbound campaigns that better address its customers’ needs. SSA Outbound Marketing enables best-of-breed multi-channel campaign management, automated global business rules, sophisticated database management, integrated analytics and built-in, closed-loop reporting.

Implementing Fast

NetBank took a long-term, comprehensive approach to enhancing its marketing capabilities, developing a strategy that addressed the technology requirements as well as the cultural change among its customer-facing employees. To make sure its technology strategy would be successful,

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► increase the quantity and quality of marketing campaigns.

NetBank first invested in cultural change management and employee competency training. “We knew intuitively that our employees were the key to the success of our marketing program,” Calfee says.

In the first phase of the technology deployment, NetBank has done a refresh of its web site, Netbank.com, migrating disparate web sites and customer interfaces to a centralized online location with secure access for existing customers. The functionality of the SSA CRM solution made it possible for NetBank to bring its outbound e-marketing in house, affording it greater control and reducing its fixed expenses.

Enhancing the capabilities of its call center was the last step in the initial rollout. The company’s internally developed agent-facing engine is powered by SSA Inbound Marketing, which facilitates giving its 150 call center agents a 360-degree view of each call-in customer so that service calls can be smoothly transformed into selling opportunities.

Making it Pay

Calfee credits SSA Inbound Marketing and SSA Outbound Marketing with making a significant contribution to the company’s overall business success.

“With SSA Inbound Marketing and SSA Outbound Marketing, we’ve increased our customer acquisition rate by 5.6%, increased the number of services sold to customers by 10% and reduced our customer attrition rate by 50%,” she says. “The solution is helping us achieve another key metric, increasing the number of our products per household from 2.11 to 2.55.”

With SSA Outbound Marketing, NetBank has been able to increase both the quality and quantity of its campaigns. Since implementing SSA Outbound Marketing, NetBank has increased the volume of its online campaigns by 82% to more than two million emails per year. The company has been able to achieve this significant volume increase while simultaneously reducing the costs of its outbound marketing initiatives by \$60K per year, compared to the outsourced solution it previously used.

SSA Inbound Marketing is also facilitating much more effective use of banner ads on the secure NetBank site. For example, NetBank is using SSA Inbound Marketing to support its “Your Special Offer” cross sell program which uses banner ads to interest existing customers in opening up a certificate of deposit. In the first week of the campaign, the company had nearly 350 applications and took in deposits of more than \$200,000.

NetBank is also seeing tangible improvements in its call center operations. “Our call center agents are responding positively to the opportunities made possible by SSA Inbound Marketing,” Calfee says. “As the agents became more involved in the selling process and were empowered to make decisions that would satisfy customers, their productivity and satisfaction improved.”

According to Calfee, the implementation of SSA Inbound Marketing and SSA Outbound Marketing has made the company’s marketing programs more sophisticated and capable of producing bottom-line benefits. “With SSA CRM, we can make fact-based decisions in our marketing initiatives rather than relying on gut feelings about what would be the right approach,” she says.

Forward Faster™ — Into the Future

According to Calfee, NetBank has plans to broaden the use of its SSA Inbound Marketing and SSA Outbound Marketing products. In the next phase of their marketing strategy, NetBank will use the solutions to market through its IVR (Intelligent Voice Response), direct sales and ATM channels.

In addition, the company will continue to enhance the analysis it is conducting with the SSA CRM solutions and focus on expanding the personalization of its marketing campaigns.

About SSA Global

SSA Global (NASDAQ: SSAG) is a leading provider of enterprise business software for mid-sized and large organizations, primarily in select manufacturing, consumer and services industries. The company’s software solutions include enterprise resource planning, financial management, human capital management, corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has over 50 locations worldwide and its product offerings are used by customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com



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