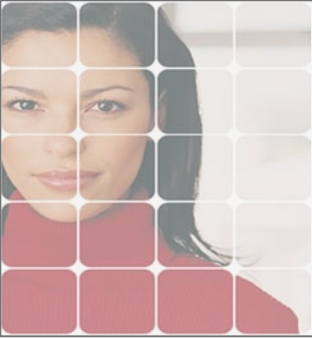


Leading Stock Broker Chooses World Class Solution from Zanibal



“The ability to leverage the insight and understanding of every customer's value at all service points has enabled us to deliver outstanding business performance at unprecedented low costs.”

--- Haruna Jalo-Waziri
Chief Executive Officer

Industry

Financial Services

Geography

Africa

Challenge

A legacy Trade Order Management System, Email & Ad-Hoc databases could no longer handle the increasing customer base and service management issues that UBA Stockbrokers Ltd (UBAS) was experiencing as the company grew. UBAS needed an **STP** capable and **Cost Effective** solution that could be customized to match its highly regulated and complex sales, order and service process. Development of a new web channel with lead & case capture tools, self-service trading and seamless integration to a CRM application was key to the successful execution of its retail brokerage strategy.

Solution

UBAS selected an on-premise CRM & Integration solution from Zanibal over packages from other vendors. The solution which included development of a web based stock trading portal was implemented in less than 3 months, customized in-house, and easily integrated with legacy order management systems. Zanibal also delivered a Document Management solution that provided seamless capture of paper from MFP devices into customer accounts and electronic workflows.

Results

Over 100 internal users and 25,000 customers better track and manage trade orders, sales activities and marketing campaigns, giving productivity a 40 percent boost and unparalleled turn around time for transaction processing. The solution easily handles UBAS's large lead, case and order volume, preventing valuable leads from falling through the crack while also ensuring that customers have all the information that they need seamlessly delivered to them through the web portal, email and mobile devices.

Company's Success Outpaces Order & Customer Service Systems

UBA Stock Brokers Ltd (UBAS) is a leading Nigerian broker/dealer organization with a vast and growing customer base and an excellent reputation for service delivery and innovation. Since it was founded in 2005, UBAS has grown into one of the largest brokers and wealth managers in the Nigerian market by offering customers the most competitive fee structure and excellent return on assets in the industry.

Early in UBAS's history, the sales and service teams tracked new leads and service issues in Excel spreadsheets and all client mandates were issued via paper forms or email. As the company grew, the team switched to a Microsoft SQL Server based Trade Order Management System, but UBAS's success soon outgrew that system, too. "The lack of a web based order capture capability, no customer relationship tracking tools and the incredible volume was too much for the SQL Server System to handle and this was creating troubling inefficiencies that resulted in customer service requests falling through the cracks," explains Chibuzo Efobi, Chief Operating Officer at UBAS. "And to make matters worse, we were not able to easily share customer information as leads and service requests moved through different teams."

UBAS decided to develop a new technology platform to ensure that the company both capitalized on its continually increasing lead, customer and transaction volume and also retained its critical focus on building strong relationships with prospects and customers, which is critical to success in the financial marketplace.

Dynamic, Global Market Warrants Flexible CRM & Transaction Systems

In addition to better customer request tracking and sharing capabilities, UBAS sought a solution that they could easily customize. "We have a complex sales and order management process that requires more flexibility than most out-of-the-box solutions can provide," says Efobi. "In fact, we found that most solutions that were specifically targeted to brokers and the financial services industry could not give us what we needed without some serious tweaks."

UBAS also did not want to pull IT & Business resources away for too long to focus on an implementation, so ease-of-installation, a vendor with excellent business consulting services, state of the art integration expertise and a product with minimal ongoing maintenance requirements were important criteria as well.

The company evaluated solutions from various companies but was impressed with Zanibal. The deal was sealed during a free Proof of Concept trial of the on-premise CRM solution. "We tested the functionality that was important to us and customized the solution to match our business process, all within the first 2 weeks"

“Zanibal helps us process customer requests much more efficiently than we did before and we estimate that productivity is up 40%. Our customizations put all the information that our sales & service team needs no more than two clicks away.”



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Zanibal Boosts Productivity and Streamlines Customer Management Processes

Zanibal CRM application & Integration server, a Document Management System and a self-service Trading portal - <https://www.ubastockbrokersltd.com> was up and running at UBAS in less than 3 months. “Zanibal helps us process customer requests much more efficiently than we did before, and we estimate that productivity is up 40 percent,” says Efobi. “Our customizations put all the information that our sales and service teams need no more than two clicks away.”

Zanibal facilitated integration with internal systems—including a proprietary legacy Trade Order Management application built on top of a MS SQL Server database—putting new and updated customer information such as account transactions, balances, holdings and contact information within easy reach of sales & service teams using Zanibal. UBAS quickly and easily achieved its various integration projects through a combination of in-house UBAS’s resources, a java Enterprise Service Bus Integration product from Zanibal, and Zanibal’s professional services. “Because it’s so tightly integrated, our busy teams can get a complete view of the entire customer experience simply by logging into Zanibal.”

Due to the sensitive nature of financial information, UBAS also needed tight control over security permissions and functional privileges. Zanibal allows UBAS to control data access by setting user, department, or role-based data security and sharing privileges, ensuring that information is not improperly accessed or shared. For example, sensitive data that is used by the compliance and institutional sales groups are shielded from users in other UBAS groups. Even joint venture partners have restricted access to Zanibal, giving them access to limited and very specific information and activities.

“Flexibility, security, scalability, ease-of-use, low-maintenance—Zanibal has it all,” summarizes Jalo-Waziri. “Why would we use anything else?”