



Contact:
Christen Graham, Warner Communications
207-829-6336/ christen@warnerpr.com

Akibia Consulting's Multishore™ Case Study: StatementOne

StatementOne provides mission critical enterprise data consolidation and web-based portfolio accounting/performance reporting solutions to the financial services industry. Because of significant growth over the past year, StatementOne sought to implement a new organizational structure and software solution to deliver outstanding client responsiveness and satisfaction to its expanded client base.

StatementOne called on Akibia Consulting to strategize and deliver a true CRM services and sales solution, complete with sales force automation, a call center and web service for both (customer and partner portals).

With Siebel MidMarket eCustomer and Siebel Midmarket Call Center, Akibia created a program tailored just for StatementOne that combined customer relations with sales to give the sales team the benefit of a bigger picture of client relationships. Akibia replaced an antiquated system of disconnected databases that evolved as the company grew. They replaced StatementOne's own ticketing system, where they process customer requests and track them for any questions the customer might have. A new web portal allows customers to add service requests, check the status and get real-time information, simultaneous with the service team. A simple automated outbound email response was an extra touch that let the customers know they were being cared for immediately --- a key ROI criteria identified early on in the project strategy phase.

Akibia used its Multishore™ business model to execute the project quickly, efficiently and at a cost savings to StatementOne. Akibia assigned its own project manager at the client site who was responsible for ensuring StatementOne's CRM strategy met its business goals. In supporting roles at the client site were two more Akibia consultants, a technical team leader and a functional team leader. Rounding out the team were two full-time developers and a data specialist working from India, all with Siebel expertise, who transitioned the legacy database to Siebel and executed the basic software design configuration to meet the design requirements established by the project managers.

Every day the team in the U.S. and the team in India collaborated as if they were in the same building. The on-site team began its day by reviewing the work done overnight in India. Revisions and direction were then communicated back to India so the development team could undertake them first thing in their morning. This tightly orchestrated process, highlighted by experienced program management, change management and business process were key ingredients to increasing StatementOne's CRM ROI.

With the technical development undertaken by the Indian team, the project cost approximately 40% less to implement. With that cost savings, StatementOne was able to add the extra customer “touch” that was not budgeted in the original project scope – Siebel Midmarket ecustomer’s automated outbound email response.

"Akibia's Multishore model allowed us to implement our solution in a very cost effective manner," said Alex Sauickie, Vice President, Client Service and Support, StatementOne. "This enabled us to increase our investment in new product functionality and ultimately helps us to deliver world class service to our clients."

CRM requires a different approach than other technology -driven initiatives – simply sending work to India does not guarantee a solid ROI on a CRM program. StatementOne’s success came from having the right teams in the right places and an ironclad methodology.