

Digital innovation and data insights drive growth at **DSK Bank**



BUSINESS OBJECTIVES

- ▶ Restructuring processes from account-centric to customer-centric models
- ▶ Implementing a new proactive CRM strategy for better relationships
- ▶ Distributing a singular customer view across channels
- ▶ Managing relationships efficiently at every customer lifecycle stage
- ▶ Driving profits through personalized, pre-calculated customer offers



'CRM is a key system for DSK bank because we are all focused on our customers' needs and interests, striving for the best way to respond to them. Our strategy includes continued CRM system development, such as implementing a new way to calculate the Next Best Offer.'

Slaveyko Slaveykov, Executive Director and Head of Retail Banking, DSK Bank

SOLUTION

VeriTouch - Customer Engagement (CRM) for Banking

- Single View of Customer
- Sales & Prospect Management
- Customer Enrolment
- Marketing & Campaign Management
- Master Data Management

VeriLink

Microsoft Dynamics 365