

Treasury Management Growth Strategy

Optimize Your Treasury Management Product, Service, Pricing Appeal, and Delivery Capabilities to Your Corporate Clients



As the financial landscape continues to evolve, financial institutions must seek to offer products and services that improve the corporate client relationship and grow the organization's bottom line. Treasury Management Growth Strategy from Fiserv can help.

In today's fiercely competitive marketplace, corporations are vigilantly focused on cash management and cash pooling, and on improving their cash flow forecasting. At the same time, the seemingly endless stream of compliance regulations, capital management concerns and aging technology infrastructures are driving them to seek outside help to handle the challenges.

By offering a strategic mix of treasury management products and services, your institution can meet this growing need – while deepening existing client relationships and identifying new target prospects. But, what is the right combination of products and services that will promote client retention, new client growth and profitability? Are you truly differentiating your institution in the market with your current treasury management product and service delivery? Treasury Management Growth Strategy can help you answer those questions.

Treasury Management Consulting Expertise from Fiserv

Treasury Management Growth Strategy is designed to help you build and implement an effective treasury management approach

to attract and grow your valuable corporate relationships. This over-arching consultative engagement encompasses product and service strategy, best practices in pricing and enhanced client service/client care plans. Treasury Management Growth Strategy helps you build and promote more effective sales/cross-sales and sales tracking campaigns by enabling you to capitalize on opportunities discovered through deep analysis of your bank data. Armed with Treasury Management Growth Strategy, your treasury management business can improve cash flow, control payables and receivables and fine tune liquidity management for your customers.

Treasury Management Growth Strategy is a multi-step consulting process, including:

- A current state analysis
- A gap and opportunity analysis
- Treasury management strategy roadmap development
- A sales execution strategy

A Current State Analysis

The seasoned Fiserv delivery team will begin with a preliminary client segmentation and market analysis – an initial snapshot of your institution's current offerings for your target markets. This deep dive encompasses interviews with staff and clients, product and data reviews and client care methodology and existing pricing assessments. This in-depth study creates a three-dimensional view of your treasury management business: a comprehensive study of revenues being generated from both a customer and product perspective; a detailed customer segmentation that considers customer characteristics and the markets your institution serves; and a complete



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breakdown of your market competition's products and services. The current state analysis sets the stage for the identification of opportunities and strategies for improvements and growth in the treasury management business line.

The Gap and Opportunity Analysis

The gap and opportunity analysis compares each segment's treasury management needs with your current product/service offerings, pricing structures, service delivery, technology and sales management in order to determine where you are currently meeting market and client demand – and where gaps and opportunities exist. By uncovering these underlying gaps, we can help you improve your product set and increase revenue through more effective "best practice" pricing plans, fine-tuned sales management and service processes, and the identification of new client prospects in your target markets.

A Treasury Management Strategy Roadmap

This comprehensive third phase leverages the intelligence gathered during the first two phases into an actionable plan for organizational growth and profitability. Specific product and service needs are identified and implementation strategies are developed. Based on in-depth conversations between the bank's executive, sales, product and operational teams and the Fiserv delivery team, coupled with the detailed work completed in the first two phases, a final client segmentation is developed. This is followed by a product and pricing roadmap that aligns with the client analysis.

Client service and sales strategies are reviewed and implemented as a part of this roadmap to enhance client engagement and product and service support. Staff training on new products and services is implemented to enhance your sales and improve the overall relationship with the corporate client.

Key Benefits

- Enhanced revenue from the treasury management business line
- Better understanding of your corporate clients' treasury management needs
- Improved client attraction and retention
- Strengthened corporate banking relationships and organic growth
- Bank intelligence gathered from deep-dive bank and market analysis

Sales Execution Support

The success of any growth plan or strategy is completely dependent upon its execution. Treasury Management Growth Strategy builds on market and client intelligence gathered throughout the engagement to promote effective sales processes. Using sound sales best practices, Fiserv offers enterprise banking client relationship management with line-of-business, role-based functionality to meet the distinct needs of your treasury management operations and your client base.

Rely on a Market Leader

Fiserv offers comprehensive solutions to help you meet the needs of your treasury management client base and provide new revenue opportunities for your institution. Our experts have the insight to help you grow your market share and increase profitability while enhancing the value of banking services to your clients.

Connect With Us

For more information about Treasury Management Growth Strategy, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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