



Caja Murcia

Case Study

A model of efficiency and commitment

Caja Murcia opened its first branch in 1965, since then the Savings Bank has maintained a line of continuous growth which results in the base of the banking system in the Murcia region and a major credit Entity in the region of Levante (Spain) where now concentrates most of its more than 400 offices.

As a result of the favourable trend of Caja Murcia in recent years, maintained a constant, the International Agency Fitch Ratings has maintained the long-term credit rating of the institution in "A +", the first savings bank, including its dimension, in obtaining this qualification and other surpassing even larger.

The cohesion of the team and the support of the Organ Government of the Fund are the real architects of their success, being reference in the sector as a model of efficiency and commitment to its customers and society as a whole

Need

To get an outstanding performance valuation issued recently by Money magazine, it is necessary to further develop the actions of the Strategic Plan Caja Murcia, particularly the Plan of Productivity. This plan is a project of global productivity in offices whose goal is to identify urgent situations that prevent serving customers in excellent shape and also in operations that bring benefits.

Solution

To obtain the required results, it was necessary to break down some barriers and install elements of self, in addition to carrying out the introduction of the model of productivity DataMart Tecnom, a powerful management tool that allows analyzing and monitoring all transactions and any movement in transactional offices.

One of the main technical means are installed in offices to get the increased operations of the Upgrade was self-Books. It is currently installed in 135 offices of the Fund. Tecnom in their eagerness to reach beyond, drawing on the basis of the updater, designed a new input device on the traditional model, expanding the possibilities for it to the collection of mail and the progress of movement. Entering the card or financial pad, allows for requests of A4 printing an extract detailed receipts arriving in the mail with the concepts much more defined, as well as all movements of the account. This simple operation has also resulted in a change in the way of proceeding important: the withdrawal of the mailboxes installed in the office to replace them with virtual mail service, whose access is through a card key that allows the customer to pick up the mail pending.

The monitoring plan Productivity is done through the DataMart Productivity Tecnom, which is taken out of regular information on all transactions migrables and rates of migration obtained by the offices of the Plan, making a comparison of the evolution of these .

In addition, installed an operational CRM application. This application among other features provides the staff of the office of a card with the situation

SECTOR

Financial

SOLUTION

- ❖ Implementation of a model Productivity Datamark ownership Tecnom

BENEFITS

- ❖ 85% of banking booknote updates are performed in the updater.
- ❖ An increasing of 20% staff productivity, allowing them to focus on consulting for their clients

Tecnom



Caja Murcia

Case Study

composed of all the positions of the customer, allowing a greater understanding of the situation to assess their needs and thus bring the service to their preferences.

Benefits

- 85% of banking book note updates is performed in the updater.
- An increasing of 20% staff productivity, allowing them to focus on consulting for their clients

Resultados

- Achieving a cultural change among employees of the offices.
- The trigger for this change undoubtedly was the model of productivity TecnoCom and the element of trust Updater Book.
- Technological change has increased the productivity of the staff of the Fund, liberating them from routine tasks allowing them to focus on tasks of advising and selling value-added services for Caja Murcia, which has affected at the end higher incomes.
- It has developed a trade protocol for "potential customers", an initiative aimed at improving care to new customers.