



# Innovate and Accelerate With CRM Analytics for Financial Services

**If you're familiar with Salesforce — whether you've newly purchased or are an experienced user — you may already know many of the benefits and potential customizations when it comes to a holistic CRM strategy for financial services.**

You may already be a pro at creating and logging opportunities, navigating Salesforce reports, and exporting and exploring your data in sheets. Maybe you've also spent hours transforming your data into just what you're looking for. Maybe you've done that more than once!

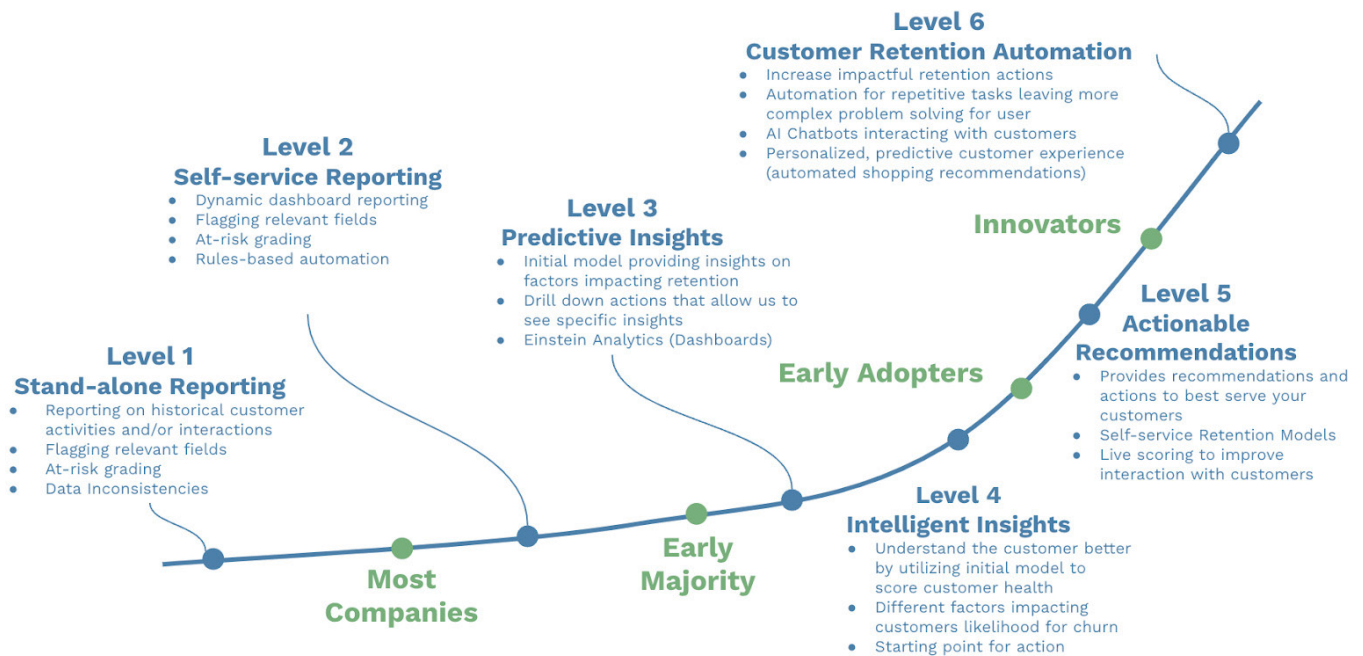
What if we told you there was an easier way?



In this whitepaper, you'll learn how to get started on the road to innovative and actionable CRM Analytics that actually drive your priorities for the day. With our guidance, you'll be able to get yourself out of spreadsheets, and save yourself hundreds of hours developing custom KPIs — all while uncovering actionable insights within your data.

Before we dive into CRM Analytics for financial services, it's important to understand where you sit on the data maturity curve. If you're like most Salesforce customers, you're likely somewhere between Level 1 and Level 2. You manage with some reports, but you lack consistency, and actionable reporting to move beyond the basics.

## Atrium's Customer Retention Business Maturity Curve



At Atrium, we've helped many businesses evolve to Level 2 and Level 3 — and well beyond. With the help of CRM Analytics, you can uncover data inconsistencies that may be holding you back from moving up the maturity curve and in turn, allow your business users to become better data stewards themselves. We'll also help you to understand how to manage your business processes with CRM Analytics, as well as set you up to begin development of data models and more.

# WHY ANALYTICS FOR FINANCIAL SERVICES?



You've got your Salesforce org, you've got your data, so... what's next? Where do you go with all this information? If you're using your data every day, you're probably using Salesforce reporting to track your leads, your clients, your opportunities, and your activities.

Oftentimes, once customers have successfully spun up their Salesforce instance and built their teams into a cadence, they get comfortable... a bit too comfortable. They have all their data, they can report on it as best they can with Salesforce reports, but they can't always layer in all the components they need to take their data to the next level. Working within the Salesforce reporting capability, they end up with lots of small reports to piece together the cross-object insights they really need to run their business,

If you want to track your bankers, relationship managers, or advisors toward their goals, you're probably exporting your data to Excel and doing a lot of calculations elsewhere. In which case, you likely have dozens of reports and sales processes, depending on what team you want reporting on. These have probably been cloned and modified another dozen times by team members, managers, the analytics team, and others. At some point, you'll lose sight of what the truth is, and find yourself in data overload!

## SAVE YOURSELF FROM DATA OVERLOAD WITH CRM ANALYTICS

By employing CRM Analytics to manage your data, you'll be able to create repeatable insights, as well as actionability from your data. With a team of certified Salesforce experts, we have years of experience developing a single source of truth for organizations like yours, one that puts an end to inconsistency and provides transparency at all levels.



**This whitepaper will help you understand how to go from hundreds of reports and hours in spreadsheets, to developing dynamic, actionable insights, embedded directly within a user's everyday workflow. We'll demonstrate best practices on how to visualize progress toward a goal, lead conversion, and activity management. You'll also learn how to transform your data to create actions to better manage your book of business, and drive pipeline with meaningful activities.**

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## Back to Basics: What is CRM Analytics?

CRM Analytics is a dynamic visualization tool that not only provides consistent insights across your organization, but also produces insights that are simple and easy to use. You can also use CRM Analytics to combine data sources and objects in ways you can't with traditional Salesforce reporting. CRM Analytics allows you to develop dynamic dashboard components that display complex metrics in easy to understand and fully customizable solutions.

You'll need to purchase licenses as an add-on to your existing Salesforce org to access the insights provided by CRM Analytics. (Not sure whether CRM Analytics is necessary for you? Fortunately, [we can help with that.](#))



## CRM Analytics for Financial Services

If you're a data manager working in financial services, you're likely inundated with questions every day from various sectors of your business. Sales reps will be asking how to manage their business in Salesforce. Line-of-business managers will want to explore their team's performance and day-to-day activities, while executives will want to understand the forecasts and tracking to goals.

- 1. What does my team's performance look like across teams, territories, and regions?**
- 2. How is my team interacting with the books of business they manage? Are they deepening relationships?**
- 3. How can I manage the leads and referrals in my pipeline? Where is there an opportunity for me to create a referral to another line of business?**

We've developed numerous solutions for customers in financial services — from banks and credit unions, to wealth and assets management firms, to insurance carriers and brokers, and many more — that serve to answer those exact questions. These solutions range from customized solutions to uniquely repeatable, use case-driven accelerators that can help your business quickly begin to experience the power of CRM Analytics for Financial Services Cloud (FSC). But we'll get to those...

# FIRST, LET'S TALK BUILDING CRM ANALYTICS FOR FINANCIAL SERVICES CLOUD

FSC has quickly become one of Salesforce's most popular offerings — and for good reason. Financial services customers in every realm of the industry have been snapping up licenses across the globe. However, success with FSC shouldn't necessarily *end* with FSC. Anyone can take their FSC experience to the next level with the power of CRM Analytics.

FSC introduces new objects, like Financial Accounts, Households, and Action Plans, while also building on existing core Salesforce objects like Activities and Leads. But the challenge FSC customers often run into when inundated with all this new information is how exactly they can leverage it to make meaningful change within their business.

You may be logging your data in these systems, but are you getting the full potential out of your FSC investment?



**With CRM Analytics, you can not only uncover insights related to your book of business, but also prepare your organization to do much more with your data through modeling and predictions.**

## Visualizing Leads and Referrals with FSC and CRM Analytics

Referrals from branches, partners, or centers of influence make up a large book of business for financial services, but they don't go anywhere if you can't convert them. One of the key concerns we've experienced with FSC customers is that they have hundreds of referrals (or leads from marketing) funneled into their queues, but they lack a good way to manage them.

That's where CRM Analytics comes in.

**By pulling your referrals and leads into CRM Analytics, you can develop a simple dashboard, where you can quickly visualize how many referrals and leads are yet to be qualified, what product or service they're related to, and all the detail they need to convert — right in the dashboard. You can take your visualization a step further by adding actions; you can quickly qualify and disqualify leads, modify the record, and create tasks for follow-up!**

## Activity Management with FSC

In financial services, maintaining healthy relationships with your clients is key to a successful relationship. Through FSC, you've likely already discovered the power of Activities within the Salesforce product. Activities allow you to log your interactions with your customers, plan future meetings, and maintain meaningful relationships with the accounts you manage.

Through CRM Analytics, you can upgrade this activity management. By pulling Activities into CRM Analytics, you can easily identify which contacts have been contacted, how often your reps are logging activity, with what types of customers, and in what markets.

**Beyond simple Activity tracking, CRM Analytics also allows you to plan future meetings with at-risk customers. By pulling Activities into CRM Analytics, you can create formulas that easily identify the last time an individual was contacted, and flag those most in need of contact — by upcoming loan term dates, client segmentation, asset class, or overall potential lifetime value.**

You can even take this a step further by predicting the optimal contact date for customers and prospects by identifying a suggested meeting date. This date can be set to a monthly cadence, or based on a model you create within CRM Analytics, or even Einstein Discovery. (Fortunately, as with the scenarios above, we have *CRM Analytics accelerators* for that... More on that later.)

## Households, Person Accounts, and Financial Accounts

If you've recently purchased FSC, you'll remember that one of the most powerful selling points of FSC is the ability to tie individual customers to Households, Person Accounts, and Financial Accounts.

**Additionally, CRM Analytics allows you to easily visualize your households at the individual level. Pulling financial accounts into CRM Analytics allows you to visualize the accounts associated with each household, identify the members, and develop action plans.**

You can even set up Life Events associated with each member of a household, tracking anything from account creation dates to birthdays and anniversaries.

# PROVEN SUCCESS WITH FINANCIAL SERVICES CLOUD

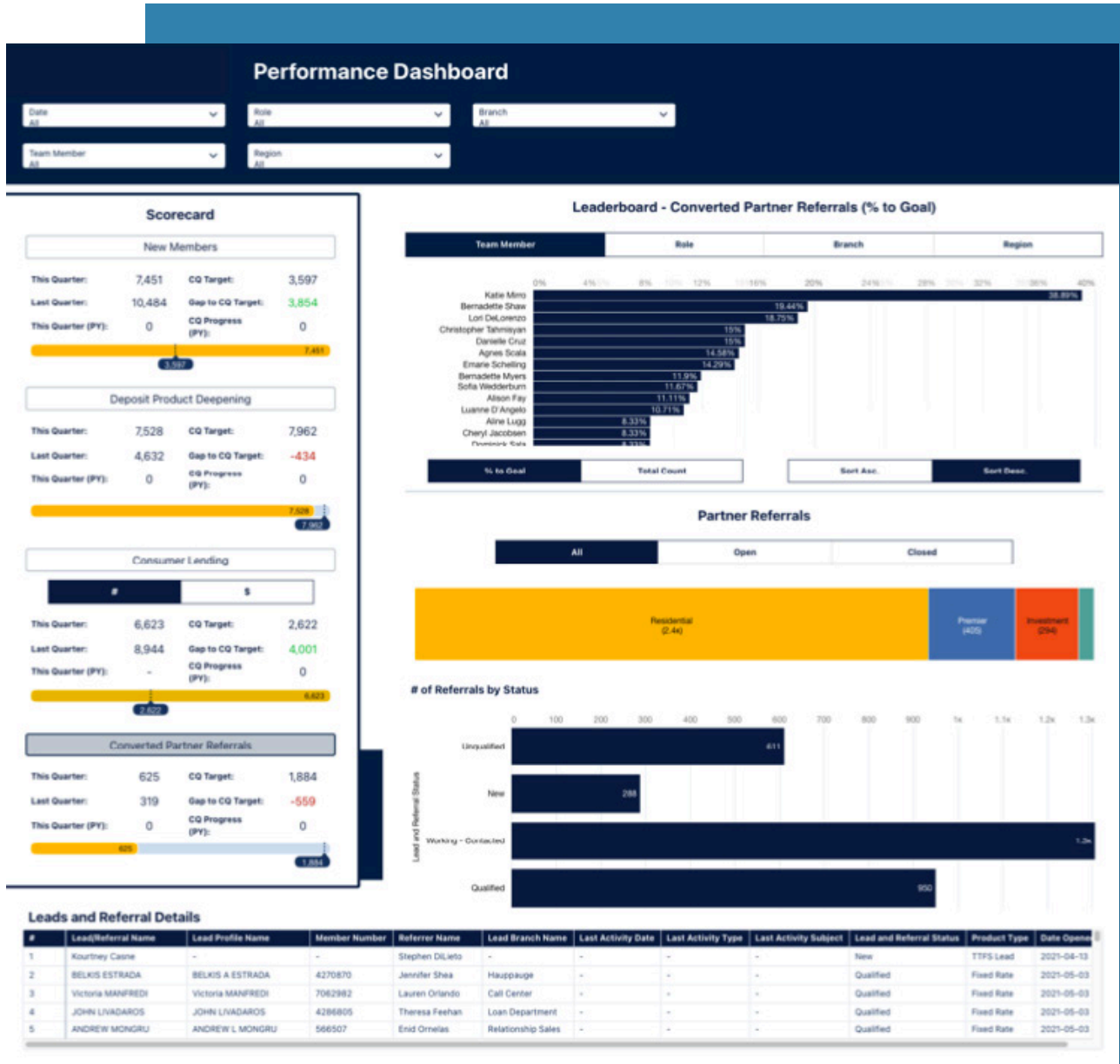
## Case Study: Trouble Acting On the Insights Provided by FSC

The top concern that many banking and credit institutions run into is an overwhelming amount of data. This challenge tends to be even more prevalent among FSC customers, as they have to contend with additional objects like Financial Accounts, Households, and Life Events, in addition to more robust lead/referral objects and Action Plans.

In one instance, our customer had purchased FSC, but was unable to action the insights provided by these additional metrics. With Atrium's guidance and support, the business was able to develop a performance management tool that helped reps and managers understand how they tracked toward their goal across various metrics, including new financial account creation, lead conversion, and cross-sell opportunities.

We enabled the customer to understand their team's performance at an individual level, while employing the additional benefits that FSC provides. We provided a consistent visualization tool that also exposed data issues preventing them from using FSC to its full potential. Better yet, this work will help our customer move toward more robust lead conversion models and predictions in the future.

See an example of the performance dashboard here:



## HOW ABOUT THESE CRM ANALYTICS ACCELERATORS?

Financial services businesses have a wide range of needs, just as the market changes and client needs evolve. As mentioned before, our team at Atrium has developed numerous accelerators to help businesses further experience the benefits and support that CRM Analytics can provide — specifically for financial services businesses.

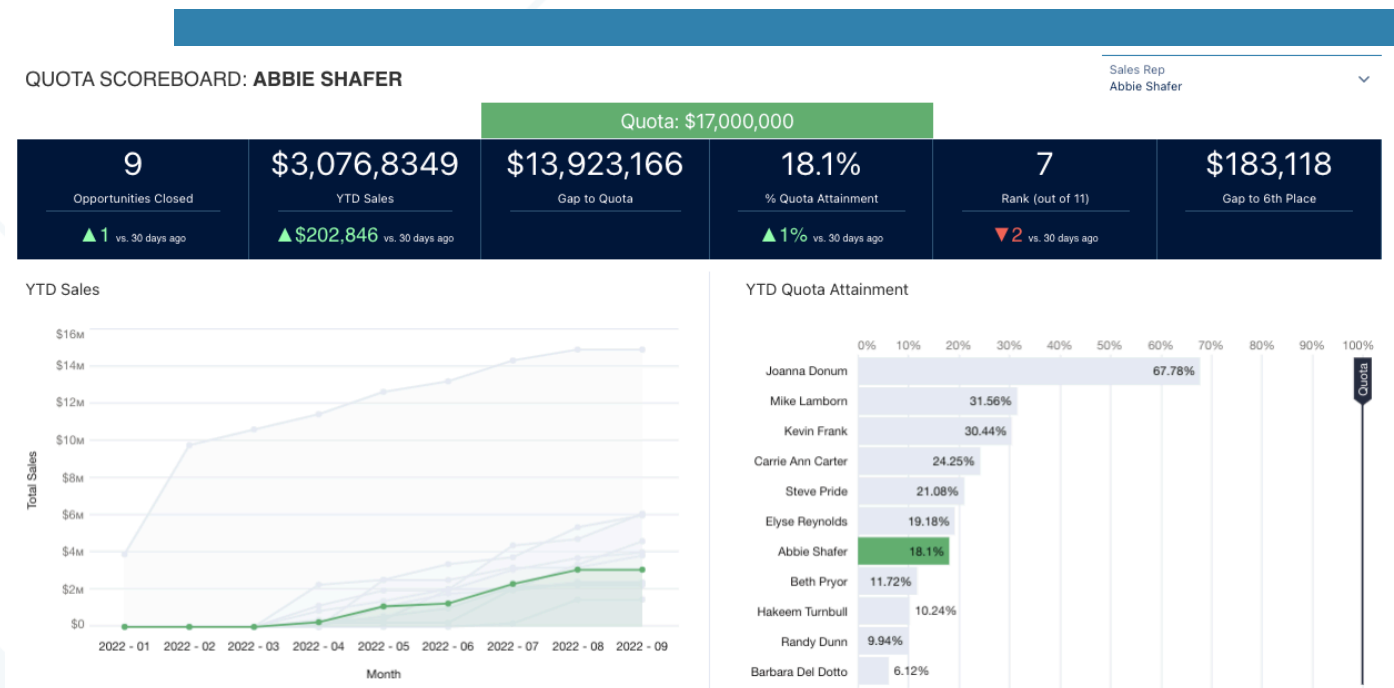


Accelerators are dynamic, proven solutions that can help your team experience the power of CRM Analytics as quickly as possible. These accelerators will help you answer significant questions related to team performance, lead nurturing and process flow, activity management and tracking, as well as additional resources such as cross-sell potential and whitespace. Here we'll go through a range of the [CRM Analytics accelerators](#) we provide.

## CRM Analytics Accelerator: Quota Scoreboard

With the Quota Scoreboard accelerator, your reps are easily able to explore their performance YTD, view how they are tracking toward their quota, and how they stack up against other reps. This accelerator is equipped with dynamic filtering, which modifies the KPI bar with the information for the selected rep, as well as highlighting the selected rep in the trending YTD Sales chart, as well as the Quota Attainment bar chart. This leaderboard allows you to easily answer the question:

What does my team's performance look like?



In the example shown above, we're tracking progress against a sales quota, but this same accelerator could quickly be modified to track cross-team achievement against any KPI. Number of calls completed YTD? No problem! Total assets under management (and growth over time)? We've got you covered.

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## CRM Analytics Accelerator: Booked + Weighted Pipeline vs. Quota

We've also created a number of assets that allow the user to explore across multiple team members, such as the Booked + Weighted Pipeline vs. Quota dashboard. This accelerator provides insight into a team of reps' performance for the current year or quarter compared to a quota. This chart also includes the pipeline to help understand whether a rep is tracking toward their goal or not.

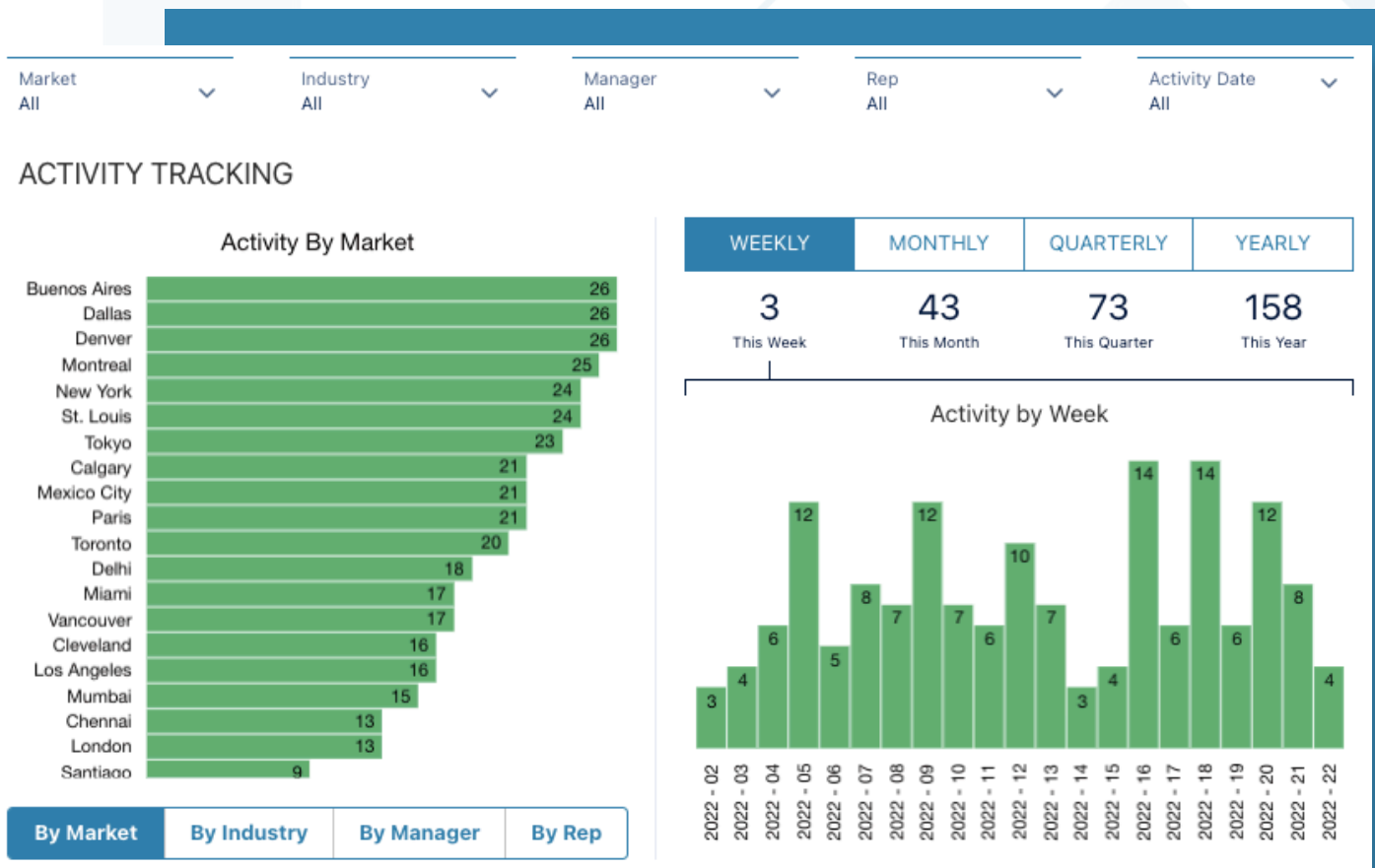
BOOKED + WEIGHTED PIPELINE VS. QUOTA



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# CRM Analytics Accelerator: Activity Tracking

Moving beyond team performance, Atrium offers a variety of accelerators which aim to answer the question: How is my team interacting with the accounts in their book? The Activity Tracking accelerator displays how often a team, rep, market, or industry has been engaged. This accelerator also explores these interactions over time to help understand whether activity has been increasing or decreasing throughout the year.



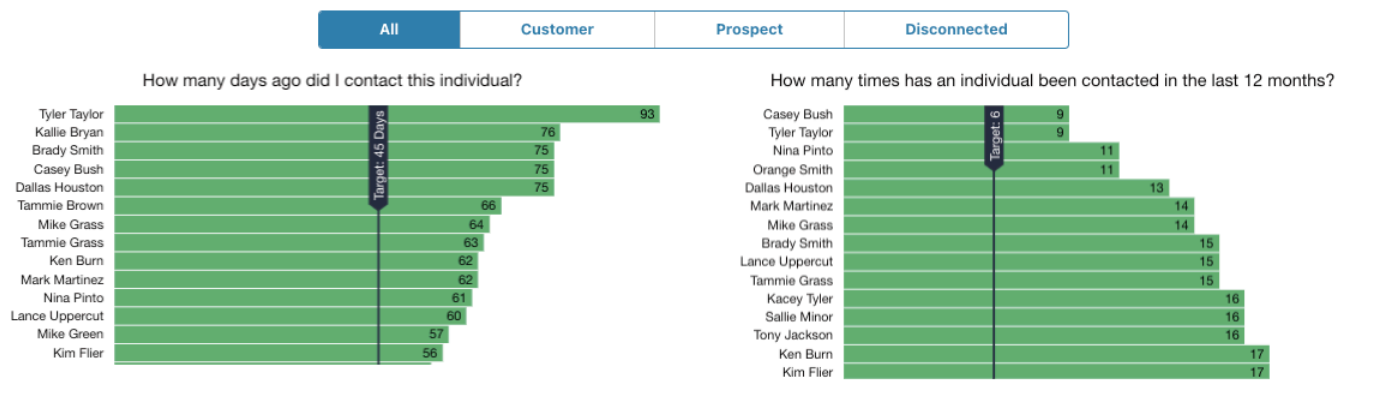
Need to see progress over time only for the Dallas market? No problem: click on the green bar next to Dallas and watch the remaining KPIs automatically filter to just show you results for that location.

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## CRM Analytics Accelerator: Activity Planning

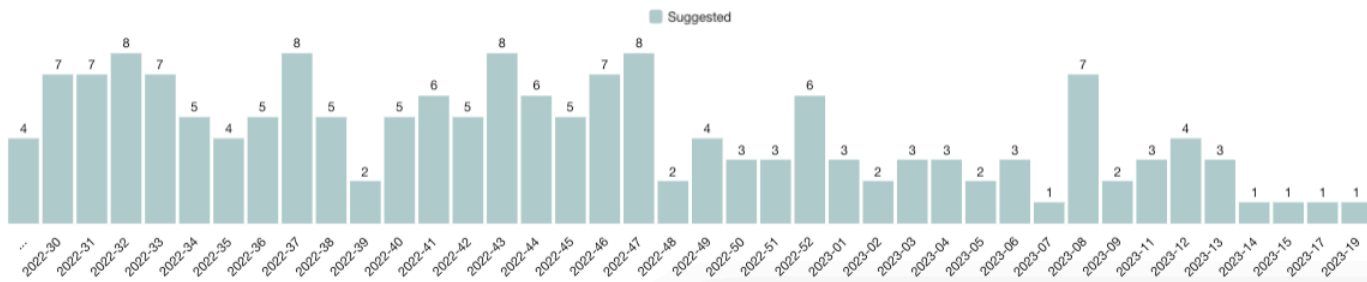
After exploring how your team has been interacting with your customers, the next logical question to answer is: Who should I contact next? That's where the Activity Planning accelerator can help. This accelerator explores your team's past interactions with contacts and accounts to determine which customers have been lacking engagement. This tool then provides potential dates for a meeting with the above contact. Never let a customer slip through the cracks again!

### Who Should I Contact Next?



### MEETING PLANNING

How many meetings do I have booked, plus how many additional meetings are suggested for each week?



[LEARN MORE](#)





# GO FURTHER WITH CUSTOM SOLUTIONS FOR FINANCIAL SERVICES

Accelerators are a great way to begin your journey with CRM Analytics. And there are *so many more accelerators* to be discovered, depending on your use case. However, the journey is long for most businesses. It helps to have a guide to check your progress, chart a course, and uncover logical next steps and solutions.

We know each organization is different, and custom solutioning is sometimes necessary. Atrium has tackled a number of unique use cases related to diverse customers across financial services with CRM Analytics. Here's a deeper dive into a few success stories in this area.

## Proven Success With CRM Analytics

### Case Study: Time Wasted Each Quarter Manually Calculating Performance Metrics in Spreadsheets

As many customers do, this particular business suffered from disparate locations for all their data, with some being housed in individual reports, some KPIs being held in CSVs, and performance metrics being created in Excel each month. The team formerly spent a week at the end of each quarter calculating rep performance by exporting Salesforce data, combining that data with quota information housed externally, and running analysis in Excel. They lacked a repeatable, scalable tool to calculate their quarterly performance metrics and understand reps' quota attainment and activity tracking.

With CRM Analytics, we were able to pull this customer out of spreadsheet purgatory by developing a single dashboard that housed information for both sales reps and managers to uncover what their performance looks like, whether they're tracking toward their goal, how to manage their pipeline, and explore activity management across their org. We were able to save the team a week's worth of work each quarter, while also providing a tool for sales reps and sales managers to use to manage their opportunities on a daily basis.

## Case Study: No Single Source of Truth for Managers

One of the main challenges of working in the 21st century is the extreme amounts of data that we digest each day. While Salesforce provides a solution to many data storage needs, customers often find themselves running into issues with consistency of reporting across teams, markets, and business segments. With this particular customer, there was no single source of truth from which managers could run their teams. Each manager built their own reports, spreadsheets, and processes to manage their team's sales performance.

We stood up two dashboards to create a consistent experience across all areas of business. The first dashboard served as a daily tool for account executives to explore their performance, manage their pipeline, and explore prospecting opportunities. This tool provided high-level KPIs that had previously been calculated in spreadsheets quarterly, pipeline insights at the opportunity level, and cross-sell opportunities for sales reps to build their base.

The second dashboard was created to allow sales managers to not only manage their reps' performance, but also understand how their team factors into the company's bottom line. With these two dashboards, our customer was able to pull themselves into a single sales motion with consistent priorities and streamline their operations moving forward.

## Case Study: Lots of Data, But No Actionability or Understanding of Its Value

Many Salesforce users are inundated with data, but without a way to take action from it. This challenge was the driving force behind our development of a dashboard for a credit union. This particular customer was a Salesforce pro, having developed Salesforce reports and created custom objects to fit their needs. However, they lacked an effective way to draw actions and insights from it.

With our help, this customer was able to provide an effective relationship management tool for their sales reps and sales managers. This tool provided insights into not only what relationships a rep managed, but also how to convert them from a prospect to a customer. This dashboard included insights related to relationship activity management and sales strategy.

Next on their journey: Our customer plans to begin developing a propensity-to-win model in CRM Analytics in order to identify what opportunities are most likely to convert prospects to customers.

## USE IT OR LOSE IT: TAKE ACTION ON YOUR DATA WITH CRM ANALYTICS

On the journey to becoming a data-driven organization, it's necessary to make data accessible and actionable. If you're already a Salesforce user, you have the data, but do you know how to use it to its full potential? What insights are you missing while you're stuck in spreadsheets, navigating hundreds of base Salesforce reports, and coordinating business processes across all your markets, and segments?

With [CRM Analytics](#) and powerful accelerators, you can save yourself and your team hundreds of hours. It's never been easier to develop dashboards that not only provide clear and consistent insights, but also have proven results across financial services. It just takes the right guide, the right tool, and the right approach. Are you ready to start using your data to its full potential?

## About Atrium

Atrium is a consulting services partner that helps advise, implement, optimize, and manage analytics, AI, and machine learning solutions. We combine industry expertise, leading cloud platforms, and data science to help our customers unlock the power of their data and solve their most important challenges.

[Learn more at atrium.ai](https://atrium.ai)



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