



# One year as one

**How the combination of Artesian and DueDil, now as FullCircl, is transforming commercial effectiveness for regulated businesses.**

Regulated businesses, particularly those operating in financial services markets, are operating in highly uncertain times – both economically and politically. The continued recovery and adaptation following the global pandemic, inflation and rising interest rates, Russia's invasion of Ukraine and the associated supply chain impact, an ever-evolving regulatory landscape, and demanding customer expectations.

This is why FullCircl was delighted to host a series of roundtable discussions, attended by senior leaders and influencers across a range of industries, to discuss the key challenges impacting commercial teams.

**Hosted at The Ivy Tower Bridge, the stunning backdrop of the River Thames certainly set the stage for an afternoon of lively debate and challenging ideas.**





## Here are the key learnings we took away from each of the four discussions:

### Transforming client acquisition at scale

When it comes to data, it's less about how much you have and more about the quality of the actionable insights you can surface to find and win the right customers for your business.

Done well, you can create personalised customer experience. But when done well at scale it is truly transformational – more effective customer engagements, higher value contracts, better customer experiences, more referrals.

The key is to harness the multitude of data points available (from financial data, SIC codes, trade performance, news, people insights and so on) and then filter and match these to identify ideal customer profiles or indeed pinpoint new opportunities from qualified leads, such as complex clients or those currently underserved by the market. It's not about moving away from a relationship-based model but optimising your ability to deliver the personal touch through automation. This is of vital importance with the cost of acquisition so high.

### Best-in-class digital customer experiences

How to create an end-to-end digital customer experience which is both personalised and delivered at scale?

Advances in technology and data science are helping organisations overcome the challenges associated with legacy systems and are having a significant impact on decision making. However, concern exists that maintaining a lack of human contact because of automation and digitalisation could be detrimental to customer relationships, and that despite advancements in technology the need for human judgement, experience, and knowledge is as strong as ever if you are to truly deliver best-in-class digital experiences.

The consensus was that by powering customer intelligence with enriched information and automating manual tasks, you can harness touchpoints in the exact moment of need and reach out to deliver that all-important personal touch. This will enable trust and loyalty to be earned through high-value customer lifecycle support.

# Proactive in-life monitoring

Leaders discussed how to break the annual review cycle and the burden of manual research. How by moving to a continuous proactive engagement paradigm - whether that's 'always on KYC', credit monitoring, or simply keeping data up to date - organisations can harness a continuous flow of opportunities.

Again, too much data is overwhelming. You work in a world where customer data continuously flows into your organisation, making it tough to keep pace and generate actionable intelligence from these information pathways. Your organisation needs insights to be surfaced and delivered directly to your people so they can keep pace with the customer story, spot any changes or emerging market opportunities that provide the chance to deepen your investment, offer new services or broaden your cover. Likewise, you need an early warning system. This can identify red flags, such as changes to credit score or adverse media that offer the ability to mitigate damaging and expensive remediation.

Traditional manual approaches no longer work. Your people need the right tools to move in-life monitoring from reactive to proactive, and perhaps even predictive.

## Automating corporate customer onboarding

Imagine a cruise ship ready to set sail – every cabin is booked, and passengers are waiting on dock ready to board. But before they can step on to the ship they're told to wait while their documents are checked, and identities verified. Once onboard they must then go through the checks again and answer some probing questions before heading to their cabins. At this point some customers are asked to disembark, despite being sold a ticket weeks or even months ago. This might seem an absurd scenario on the face of it, but this is not dissimilar to the experience felt by many corporate customers during a traditional onboarding process.

Onboarding remains a source of friction at what is a pivotal moment in the customer journey. But when done well, with the right digital solutions and processes, onboarding can be the perfect opportunity to set the tone for a successful future customer lifecycle – a chance to build trust, truly understand needs and preferences, whilst still ensuring customers meet your requirements and risk appetite.

It's about putting in place a fast, frictionless onboarding processes that has customer experience at its heart whilst reducing costs and improving compliance. Moving away from functional silos and multi-disciplinary teams, each with their own specific operational KPIs, and instead putting in place a single system. One that can harness intelligence from verified and validated sources to pre-screen customers and populate onboarding forms. Build a 360-degree customer view to ensure that nothing is missed at any stage of the onboarding process. Ensure compliance with risk and compliance rules, with less manual intervention and spot potential red flags immediately.

Leaders agreed that a mindset shift is needed, but that the opportunities are immense for those that are ready to embrace change.

## Ready to learn more?

Overall, the theme of the day was how to take digitisation to the next level and empower commercial teams to find the right customers, onboard them quicker, and keep them for life.

We thoroughly enjoyed our roundtable discussions on these topics and wish to thank all those who took part for sharing their invaluable insights. We covered a lot of ground, and FullCircl is already unpacking the ideas and suggestions shared so we can keep evolving and improving our customer lifecycle intelligence platform. As ever, we want to help our customers do 'better business, faster'.

**If you'd like to chat through any of the challenges mentioned or learn how we can deliver the CLI advantage for your business, then drop us a line.**

**[We look forward to welcoming you again soon to our networking lunches at the Ivy.](#)**