



BANKING 20|20

**REALISING A STRONGER FUTURE
FOR FINANCIAL SERVICES**

Cable&Wireless
Worldwide





ALL CHANGE PLEASE

There's nothing new about change in banking. There's everything new about the scale and nature of the changes you're facing now.

Against a background of ongoing post-2008 balance sheet restructuring, faltering economic growth and downward pressure on revenues, the sector is facing externally imposed structural changes – including recommendations from the Independent Commission on Banking – as well as negative customer perceptions and employee disengagement.

At Cable&Wireless Worldwide, we've identified how banks and financial services companies can embrace change, to overcome these challenges and build the necessary platform for future success.

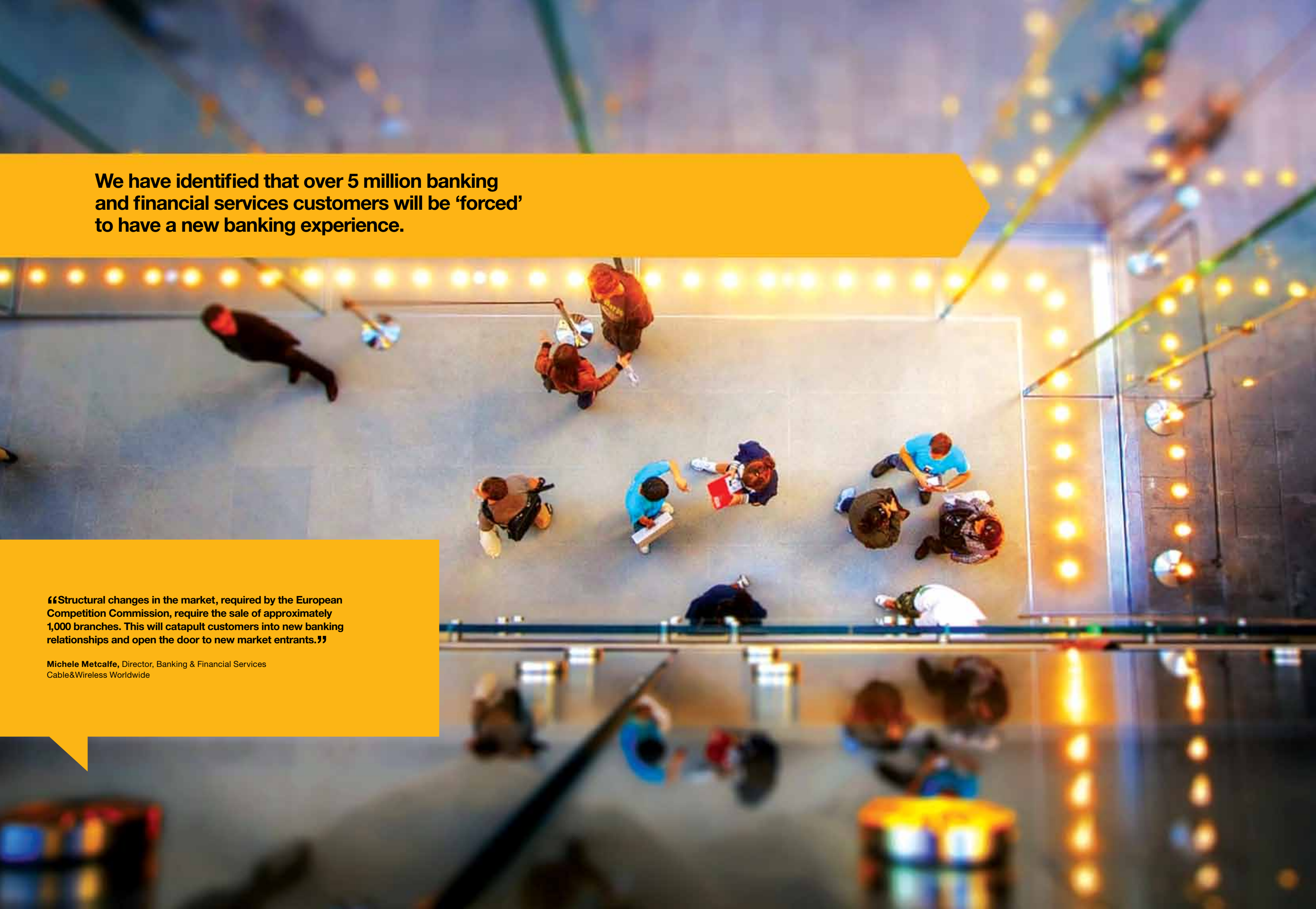
We believe the successful bank of 2020 will look very different from the bank of today.

The bank of 2020 will:

- deliver a more consistent and seamless customer experience across all channels – including branch, contact centre, online, mobile and social media – responding effectively to customers, no matter how they choose to do business
- gain a competitive advantage by being able to make faster, more effective decisions at both a market and individual customer level, enabled by improved visibility of the key metrics that drive the business and that are demanded by the regulators
- be better equipped to respond to changing conditions and emerging opportunities by introducing new or enhanced services – quickly and easily
- increase value to the customer through a more personal experience that delivers proactive, relevant offerings, adopting best practice from other sectors, such as retail
- run leaner operations, with new, more flexible working practices that strengthen employee commitment and realise more value from its human capital

“The Chancellor George Osborne has paved the way for new banking entrants after backing ring-fencing for retail banking operations and announcing plans to put Northern Rock up for sale.”

Source: Financial Times, June 2011

An aerial, top-down view of a modern interior space, possibly a lounge or event area. The floor is light-colored and polished, reflecting the overhead lights. Several groups of people are scattered across the space, some sitting on the floor, others standing. The ceiling is high, with numerous string lights and track lighting fixtures. The overall atmosphere is bright and contemporary.

We have identified that over 5 million banking and financial services customers will be ‘forced’ to have a new banking experience.

“Structural changes in the market, required by the European Competition Commission, require the sale of approximately 1,000 branches. This will catapult customers into new banking relationships and open the door to new market entrants.”

Michele Metcalfe, Director, Banking & Financial Services
Cable&Wireless Worldwide

THE WAY FORWARD

When change is inevitable, you need a proven transition path.
We have the vision that delivers.

“ Cable&Wireless Worldwide equipped us with advanced, end-to-end integration, which is brilliant and simple to use. The platform ensures we provide our customers with a great service and enables us to connect customers to a skilled agent first time.”

Al McMullan, Head of Technology & IT Strategy
Lloyds Banking Group

Our **BANKING 20|20** vision is to build a more agile platform for growth, whilst simultaneously driving down operational costs. We can deliver the innovative, integrated communication solutions that enable you to realise the benefits of new technologies securely, predictably and reliably.

Our approach has been specifically designed to address such critical banking and financial services issues as:

- modernising ICT infrastructures to provide a future-proofed platform for the delivery of new growth-focused strategies
- protecting your customer base from the threat of new market entrants against a backdrop of customer disenchantment that is increasingly spreading through social media channels
- re-aligning customer engagement channels to strengthen loyalty, promote advocacy, and open up new cross-selling opportunities
- enabling new working practices to reduce the total cost of ownership of employees, whilst also improving engagement and driving improved staff retention



Cable&Wireless Worldwide is trusted to connect nearly half of the UK's bank branches.

Our pillars for progress

Our long-term relationships with most of the world's leading banks enable us to draw upon first-hand knowledge and insights, to clarify the challenges you face. We've seen the inside view. Added to which, our customer research – including our latest retail banking report commissioned from YouGov (SixthSense, The Customer Journey) – provides a clear picture of your customers' perspective.

Applying our enterprise expertise, we've distilled our thinking into our **BANKING 20|20** proposition. It's built upon three pillars:

CONNECTED | CUSTOMER

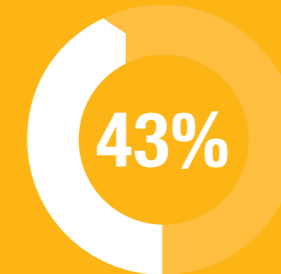
We enable you to align all your customer contact points – across traditional, new and emerging channels – to improve the customer experience, maximise skilled resources in your branch networks, and increase product penetration across your customer base.

FUTURE | WORKPLACE

We equip you with the technology that underpins new working practices – especially across front and back office functions – to reduce your employee total cost of ownership, deepen employee engagement and strengthen key talent retention.

AGILE | INFRASTRUCTURE

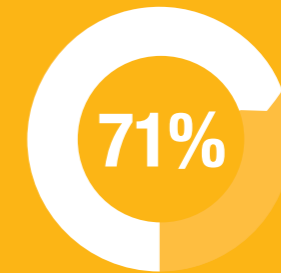
We've mapped out a proven transition path to an agile, flexible and future-proofed communications and network infrastructure, designed to deliver differentiating innovation and profitable growth.



Almost half of your customers are unhappy.

43% of UK customers describe themselves as uninformed, frustrated or annoyed with their bank.

Source: YouGov SixthSense, The Customer Journey, 2011



71% don't believe you value them enough.

Only 29% of western European adults believe their bank acts in their best interests.

Source: YouGov SixthSense, The Customer Journey, 2011



“ We use Cable&Wireless Worldwide services to route millions of calls to contact centres around the world, giving us the ability to improve our customer service hour-by-hour. ”

Alastair Page, Operations Manager
National Rail Enquiries

Connecting with your customers – via the channels of their choice – has become an imperative for future success.

HELLO AGAIN

Your route to retention, acquisition and product penetration.

The more connected you are to your customers, the more profitable they can become.



Nicola Stewart, Process Improvement Manager
ScottishPower

The rise of consumer controlled communication channels – particularly across online and mobile banking – is changing both perceptions and expectations. And it's a change that is being continually reinforced through customers' increasing use of both comparison websites and social media to share and compare banking experiences.

Protecting your customer base means facing the toxic combination of a rising readiness to switch provider, easily accessible comparison information, and a simplification of the switching process.

The future is aligned, integrated and right here

With Cable&Wireless Worldwide, you can meet these challenges head-on. We can align all your customer contact points – across both traditional and emerging channels – to deliver an integrated and enhanced customer experience that supports retention and advocacy, whilst generating growth through profitable product penetration.

We can add more value to your in-branch offering, integrate customer interfaces across all channels (branch, ATM, online, mobile and contact centre), improve the digital experience and equip you with a more holistic and insightful single customer view.

All of which increases trust, loyalty and engagement – the bedrock of retention, acquisition through advocacy, and growth through cross-selling.

When you need to communicate quickly, with large numbers of people – for example in times of crisis – our multimedia, interactive communications platform enables you to talk to your customers and stakeholders directly, efficiently and cost-effectively.

Integrating channels and reducing costs

When a major contact centre needed to provide an integrated channel service, offering customers the choice of online and VCA (Virtual Customer Advisor) facilities as an alternative to speaking to a call centre advisor, Cable&Wireless Worldwide delivered:

- an enhanced customer experience, strengthening satisfaction and loyalty
- a 35% reduction in customer calls to contact centres
- significant savings through increased automation
- integration of web and telephony systems
- a flexible and scalable solution

Enhancing experiences Our connected customer pillars

We understand that gaining a better insight into customer sentiment, delivering an improved customer experience, and achieving more effective use of resources are all essential for achieving success in the new banking and financial services landscape.

Inform

We'll give you a clear view of the current issues and constraints within your customer engagement model, and identify your opportunities for achieving positive change.

Enhanced branch experience

Our solutions support the shift from managing transactions to managing relationships and selling. They include ATM media, in-branch broadcast screens, wi-fi infrastructures and advanced queuing systems to better match customers with advisors and deliver a more personalised customer experience.

Online and mobile commerce

We enable you to extend your ability to engage with customers via multiple contact points and devices, in a cost-effective yet secure way. We can also help you manage the integrity of both web and intranet content, securing valuable assets and protecting your brand.

Single customer view

We can improve your ability to cross-sell by providing a single view of each customer across multiple channels. With Europe's largest multimedia, interactive communications platform, we can unite all your inbound and outbound contact channels into a single, fully integrated system that links into your databases. Sitting across existing legacy applications, it lets you personalise communications for every single recipient and be proactive, or respond quickly, through their preferred channels.

Next generation contact centres

We'll give you the ability to integrate social media and online channels with your contact centre and branch environments. Our solutions enable customer-initiated communications via any channel to be identified, understood, and delivered to the most appropriate resource – whether a virtual agent, contact centre or branch.

Transform

Giving you a clearly defined path to success, our professional services teams will guide your transition to ensure minimal disruption to your operations and your customer relationships. As always, we pay particular attention to identifying opportunities for delivering early-stage business benefits. Our robust, proven transition methodologies help you manage the evolution from legacy contact centres and branch models with security, predictability and minimal risk.

Start
video call

Connect to
conference call

Share desktop

Submit
online report

timesheet

Login

Cancel
conference call



Ben Johnson



Amanda Ferguson



Steve Wilson

The financial workplace of the future will
combine increased operational efficiency
with improved employee motivation.

MAKE IT WORK

Enabling the future workplace today. The increasing trend towards mobility and the consumerisation of technology offer tremendous potential to support a more productive, empowered and motivated workforce.

“ Technology unlocks new ways of working – and your employees get it.”

Source: Forrester, 2011

We offer a comprehensive range of solutions to help you embrace these new technologies, enabling you to implement new working practices that deliver greater flexibility, reduced operational costs, increased employee satisfaction, and a business which is better able to respond to the needs of your customers.

Delivering the next generation network

Cable&Wireless Worldwide worked with one of the UK's leading companies, to create a next generation telecoms network for the group's UK and international operations.

We implemented a VoIP (Voice over IP) platform and a Fixed Mobile Convergence (FMC) solution, to facilitate better communication between employees, and to enable those employees to enjoy the benefits of flexible, remote working, whilst also significantly reducing the company's costs.

The network brought together all of their existing UK communication infrastructure (including data plus fixed and mobile voice), and connects more than 1,800 sites. Internationally, the network supports the company's operations in 14 countries, including China, India, Japan, USA, Ireland and Turkey – connecting over 400,000 people.



15% of current worldwide traditional professional desktop PCs will migrate to hosted virtual desktop (HVDs) by 2014.

Source: Gartner, 2010

Realising potential Our future workplace pillars

Inform

Equipping you with a comprehensive understanding of your current employee issues and the constraints within your existing working practices, we'll help you analyse your organisation's readiness to implement new operational models.

Remote integration

As workforces become more mobile and more flexible, it's vital that they can still collaborate and communicate effectively. This requires a broader range of communication media than just voice and email. Tools such as our Collaboration platform and our Managed Video Conferencing service mean that a dispersed team can still be integrated.

Business grade home offices

We provide a range of solutions to enable the business-grade home office of the future. These include business grade DSL, internet VPNs, IP telephony and FMC. All of which means that home-based employees can operate just as effectively, and with the same support, as an office-based workforce.

Access anywhere and secure mobility

Concerns over security have previously acted as a barrier to the adoption of consumer technologies within the financial services sector. Our Virtual Desktop solutions, however, combined with our secure mobility offerings, have changed the game.

With Cable&Wireless Worldwide, you can now enable your employees to access company resources from any location and any device, safe in the knowledge that the data is secured. So you benefit from greater business agility, more flexible workspace models, and operational cost savings.

Transform

As with any fundamental business change, it's important to pay as much attention to the people and process aspects as to the technology. Which is why we provide comprehensive change management solutions to address all aspects of implementing new working practices.

Our professional services teams will guide the transition every step of the way, minimising disruption to your business and employee relationships, whilst delivering real business benefits at an early stage. We'll then deploy our robust, proven transition methodologies to help manage the evolution from legacy working practices – predictably and with minimal risk.

Connect

Cable&Wireless Worldwide connects over 70% of UK contact centre agents with their customers.

Trust

Cable&Wireless Worldwide's solutions are trusted by eight out of 10 of the UK's leading retail banks.

Rely

Cable&Wireless Worldwide is relied upon to connect 4,000 UK ATMs.

To gain a differentiated advantage, you need a network infrastructure that connects intelligence with agility.

CONNECT TO THE FUTURE

Driving down cost, driving up growth. Our intelligent, agile networks are designed to enable operational success.

“ We needed a highly resilient network, which would support our current needs and allow for future growth and new technologies. Additionally, the Application Performance Management service gives us more control over our network traffic than ever before, helping us deliver even better service to our stores and online customers.”

Next

We understand that driving out cost remains a critical objective throughout the banking and financial services sector. But we also recognise the increasing shift towards return-to-growth strategies. Which is why we create ICT infrastructures that deliver against both imperatives.

What's more, given the relentless pace of technological developments – particularly across video, mobile and social media applications – we ensure your network enables you to react to change and embrace innovation.

Our cloud-based Flexible Computing platform, delivered over our Multi-Service Platform (MSP) network, enables you to benefit from the flexibility and scalability of a cloud-based computing infrastructure, whilst still ensuring the levels of security, reliability and business continuity demanded by customers, shareholders and regulators.

Delivering differentiation

Meeting the challenges of change and innovation opens the door to delivering a differentiated, more competitive offering.

At Cable&Wireless Worldwide, we understand that – following regulatory intervention to break up banks and reduce barriers to entry – the need for differentiation is being driven by the threat of new entrants to the market. We believe established brands – brands outside the sector, whose customer loyalty has not been eroded by the banking crisis – are particularly well placed to hurt those banks who lack the infrastructure to protect their market share.

Achieving differentiation requires a communications infrastructure that embeds agility into your operations, accelerates speed to market, encourages innovation whilst ensuring reliability, and has the future-proofed flexibility to adapt to changing political, economic, social and technological environments.

Reducing TCO by 40%

Acting as a strategic partner to one of our global bank clients with ageing data centres and a legacy estate, Cable&Wireless Worldwide helped them extend their capabilities, whilst reducing capital, operating and staff costs.

As well as reducing the bank's total cost of ownership by 40%, we achieved optimum value from contractors through competitive tendering.

Agility in action Our infrastructure pillars

Inform

We'll give you a true picture of your current infrastructure issues and constraints. We'll also give you a clear vision of your opportunities for achieving positive change, and look to deliver quick win business benefits.

Availability

Our network services ensure the very highest levels of security and availability by employing a mix of WAN technologies and utilising our intelligent management tools to dynamically select the best network path. We can work with you to build a tailored service level agreement to fit your business requirements.

Flexible capacity

In uncertain times, operational fluidity is essential to ensure optimum efficiency and profitability. Which is why our Ethernet service gives you the facility to easily turn network capacity up or down, whenever you need to, while our intelligent network services also ensure you can fully utilise all your existing networks – including Internet and Back-up – and so reduce your overall network costs.

Application-specific SLAs

Our ability to support application-specific SLAs means you can focus your resources on mission-critical applications whenever you need to. Migrating your full infrastructure to an integrated solution based on our Multi-Service Platform (MSP) data network, Cloud Computing, and Unified Communications offerings, also delivers significant savings on traditional legacy network costs.

Innovation

Our cloud-based Flexible Computing platform increases your business agility – enabling you to speedily introduce new applications to address emerging market opportunities, whilst enjoying robust levels of security and availability associated with a private network.

Transform

Our robust, proven transition methodologies ensure you manage the evolution from legacy infrastructure securely, predictably and with minimal risk.

BANKING 20|20

YOUR WORLD IS CHANGING. WE'LL KEEP YOU AHEAD OF THE CURVE.

“C&W Worldwide clearly demonstrated that it has the capability to take over a major component of Vertex's operations, and has the commercial flexibility and willingness to take on risk and invest in their relationship with Vertex.”

Vertex

Our focus for realising a stronger future for financial services

Cable&Wireless Worldwide is the only network operator focused on delivering innovative, mission-critical communications solutions to meet the needs of enterprise customers in the banking and financial services sector.

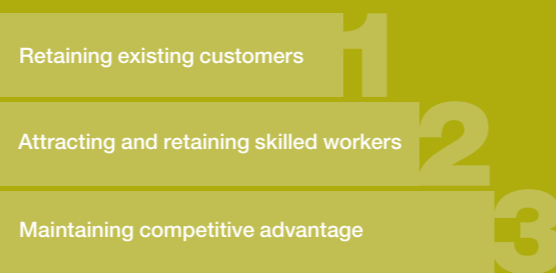
We don't need to make compromises in order to meet the needs of a diverse customer base that includes small businesses and consumers. So we don't. We focus solely on enterprise customers. With no compromises.

We're committed to delivering best-in-class, innovative network-based services for large enterprise clients.

We don't believe that a one-size-fits-all approach works for enterprise customers. We understand the specific needs of the banking and financial services sector, enabling us to deliver the specific solutions that meet those needs.

Retain. Attract. Maintain

Financial services CEOs list their top 3 business priorities as:



Source: Gartner, March 2010

At Cable&Wireless Worldwide, we don't just understand your issues, we create solutions specifically designed to solve them.

Grow. Trim. Engage

Financial services CIOs list their top 3 strategic priorities as:



Source: Gartner, March 2010

Cable&Wireless Worldwide network infrastructures are designed to deliver growth opportunities, cut operational costs, and support your strategic objectives.

Where are you going?

Do you know what your business will look like in the new banking landscape? If you don't act now, it might look much the same as it does today. In which case, we predict you won't be leading the field any more – and you may even drop out of the race.

You need to ask yourself 5 critical questions:

- Will my bank be able to deliver a more consistent and seamless customer experience across all channels?
- Will I have a clearer picture of both my own operations and the key metrics that drive my business and are demanded by regulators?
- Will I be better equipped to respond to changing conditions and emerging opportunities?
- Will I be offering increased value to my customers, with more personalised experiences and proactive offerings relevant to individual profiles?
- Will I be leaner, with new, more flexible working practices that strengthen employee commitment and realise more value from my human capital?

If you're not talking to Cable&Wireless Worldwide, you're not ticking all the boxes.

BANKING 20|20

To find out more about **BANKING 20|20**, our blueprint for realising a stronger future for banking and financial services, and to get our latest thoughts on major issues affecting the sector, simply get in touch.

United Kingdom

Worldwide House
Western Road
Bracknell
Berks RG12 1RW
0800 092 5825
cwsalesenquiries@cw.com

Ireland

Unit B, Willsborough Ind. Est.
Clonshaugh
Dublin
Ireland
+353 1 4040441
cwireland@cw.com

Mainland Europe

Landsberger Strasse 155
80687 München
Germany
+44 20 7111 0047
cweurope@cw.com

Asia Pacific

6 Temasek Boulevard
#33-03/05 Suntec Tower 4
Singapore 038986
+65 6477 5888
cwasiapac@cw.com

India

Unit 1A/B & 2A Creator Block
International Technology Park Bangalore
Whitefield Road
Bangalore – 560066
India
+91-80-40383434
cwindia@cw.com

United States

1 Penn Plaza
250 West 34th Street
Suite 3104
New York 10119
USA
+44 20 7111 0047
cwusa@cw.com

or visit www.cw.com/banking

“The banking and financial services sector is a key part of our business. At this time of unprecedented change, Cable&Wireless Worldwide’s commitment to supporting our clients’ growth is stronger than ever. We believe our **BANKING 20|20** programme will enable our clients not just to survive the pressures they face, but to put in place the foundations for a stronger, more profitable future.”

Matt Key, Managing Director, Enterprise
Cable&Wireless Worldwide



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