

cornèrcard



Cornèr Bank



Founded in:	1952
Swiss Bank:	Universal Bank Portfolio Management VISA/MasterCard/Diners Club organization
Employees:	1030 (approx. 330 in the Cornèrcard Center)
Head Office in Lugano:	5 agencies in Ticino Branch in Geneva, Locarno, Chiasso and Zurich Affiliated bank in Luxemburg & Nassau
Assets 2014:	6.5 billions CHF

Cornèrcard



Visa Founding member (1974)



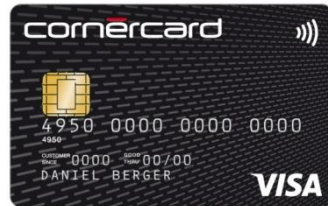
MasterCard issuance since 1998



Diners Club issuance since 2014

Cornèrcard:	Lugano
Employees:	approx. 330
Customer service:	- 24 hours, 7 days/week - National languages and English
Processing:	- Internal IT development and card processing - Own CMS (Card Management System)

Classic & Gold, Business Cards (credit and prepaid)



Mobile Payment (NFC)

Contactless payment with enabled smartphones -
credit and prepaid card



Our Journey

➤ **Call Center Integration**

Display immediately and consistently in a seamless front-end screen the key Client information to our Call Center agents

➤ **Collection Integration**

Integrate our Business Intelligence algorithms into our Collection processes to automate, reuse and enforce workflows

➤ **Convenience Card Integration**

Begin to interface our internal processes to drive external applications

➤ **B2B Portal**

Reuse our internal processes to drive external applications and viceversa

Our Journey – Call Center Integration

CTI AVAYA

cornercard 1 2 3 Prefisso 97 # CALL People Canali bame Logout

SIGNORA BARNETT SAMANTHA Profilo relazione DIP Tipo interlocutore Self Durata 00:00:38
Nome Rapporto SIGNORA BARNETT SAMANTHA Ambiente CH Smiley
Età (Anni) 42

Select Action

Business Intelligence

Rapporto Casi precedenti Contatti Schermo Collezioni

[Refresh](#)

Dati di overview

Principal 1170548 4 - 4 BARNETT SAMANTHA **CEV ★★★★★ Customer Lifetime Value ★★★★★** ✓

Valore del cliente

Credit Risk Score Churn Risk Score

Segmento comportamentale Intentional Revolver Longevità (Anni) 4

Dati di limite

Saldo CHF Limite Effettivo CHF Flag garanzia bancaria No

In attesa 1.50 Limite Effettivo dal 04.08.2015

Disponibilità CHF Del. 0

Dati di dettaglio

Cliente	UF	Status dell'UF	Valuta	Del.	Data ultimo conteggio	Relazione	Tipo Cliente	Nome	Numero carta	Prodotto	Duo ID	Blocco carta	Status carta
1170548	001	Active	CHF	0	05.10.2015	1170548	Principal	BARNETT SAMANTHA		V PRP IPP PER			NORMALE
1170548	002	Active	CHF	0	05.10.2015	1170548	Principal	BARNETT SAMANTHA		V GLD TRA PER			NORMALE
1170548	003	Active	CHF	0	05.10.2015	1170548	Principal	BARNETT SAMANTHA		M GLD MMW PER			NORMALE
1170548	004	Active	EUR	0	05.10.2015	1170548	Principal	BARNETT SAMANTHA		V CLA GC PER			NORMALE

Document Archive

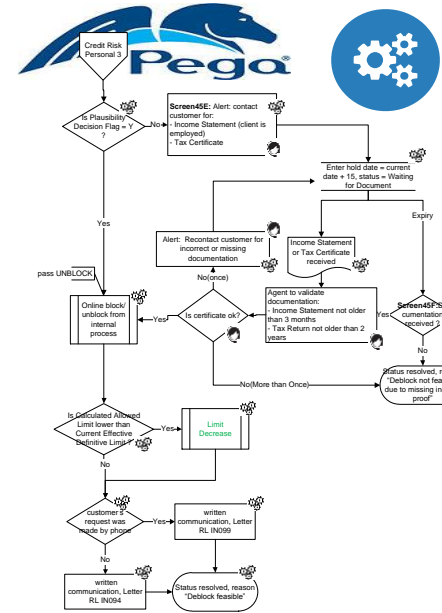
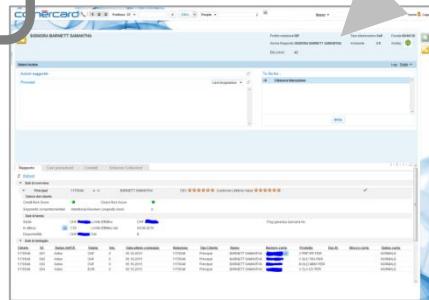
Rapporto Casi precedenti Contatti Schermo Collezioni

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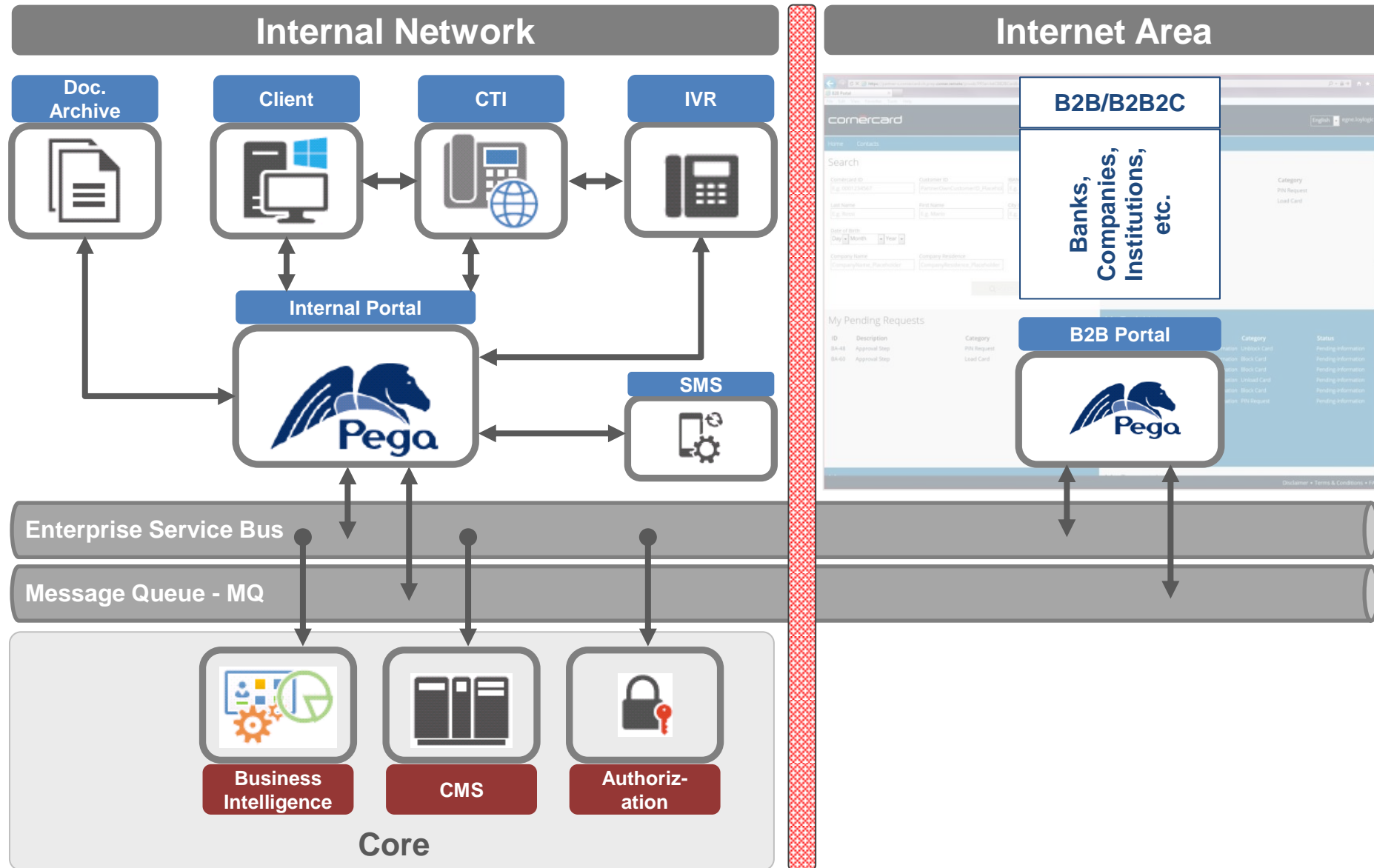
Ultime interazioni

Data e ora di creazione	Interaction Case	Canale	In/Out	Tip.	Nome dell'interlocutore
03.09.2015 09:57 AM	I-3375811	Paper	Outbound		
05.08.2015 07:20 AM	I-3227299	Paper	Outbound		
31.03.2015 11:13 AM	I-2568602	phone	Inbound	Se stesso	BARNETT SAMANTHA
16.01.2015 09:38 AM	I-2189469	Paper	Outbound		
16.01.2015 09:38 AM	I-2189468	Paper	Outbound		
09.01.2015 04:13 PM	I-2132272	phone	Inbound	Se stesso	BARNETT SAMANTHA
15.09.2014 09:57 PM	I-1515618	phone	Inbound	Se stesso	BARNETT SAMANTHA

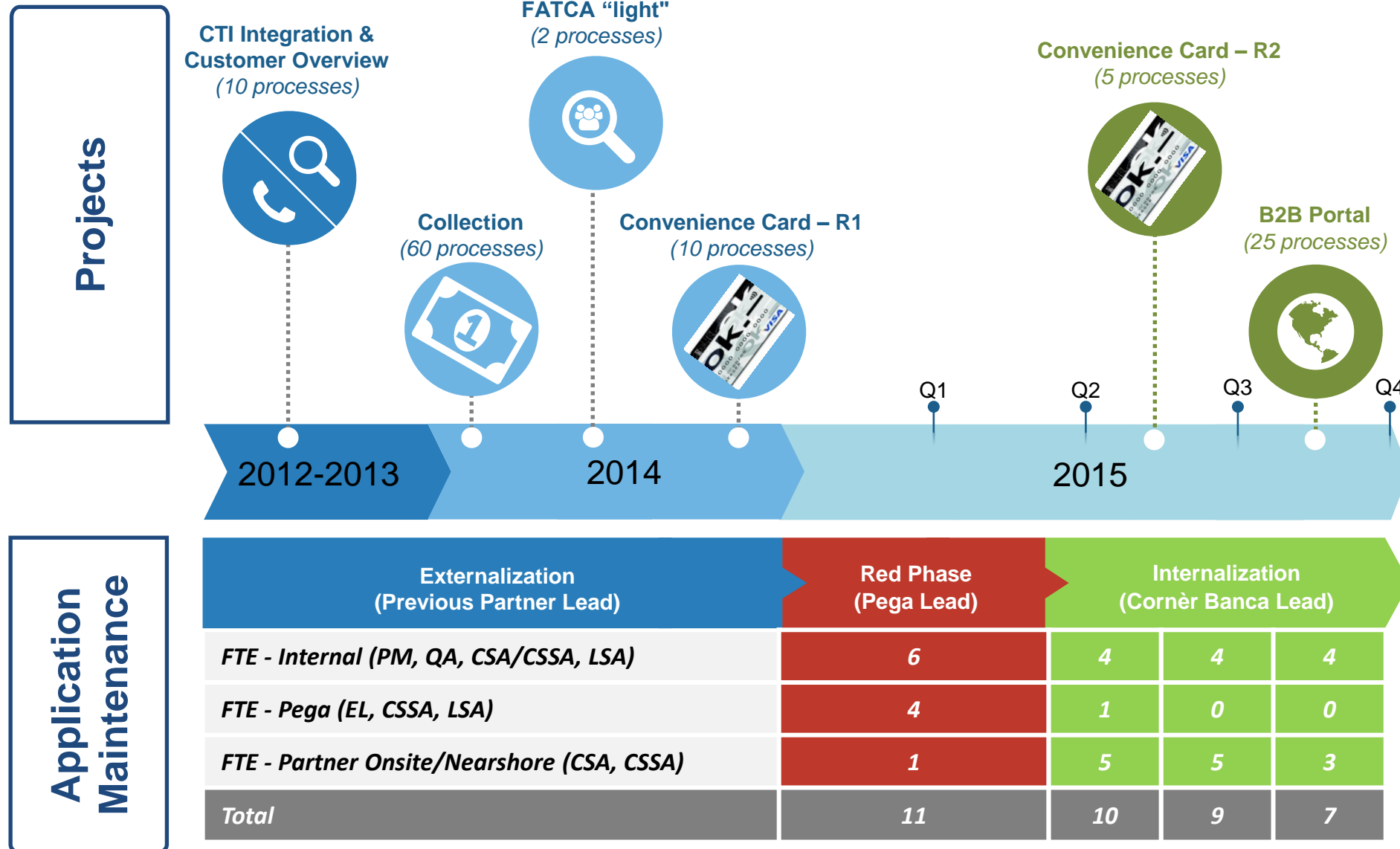
Our Journey – Collection Integration



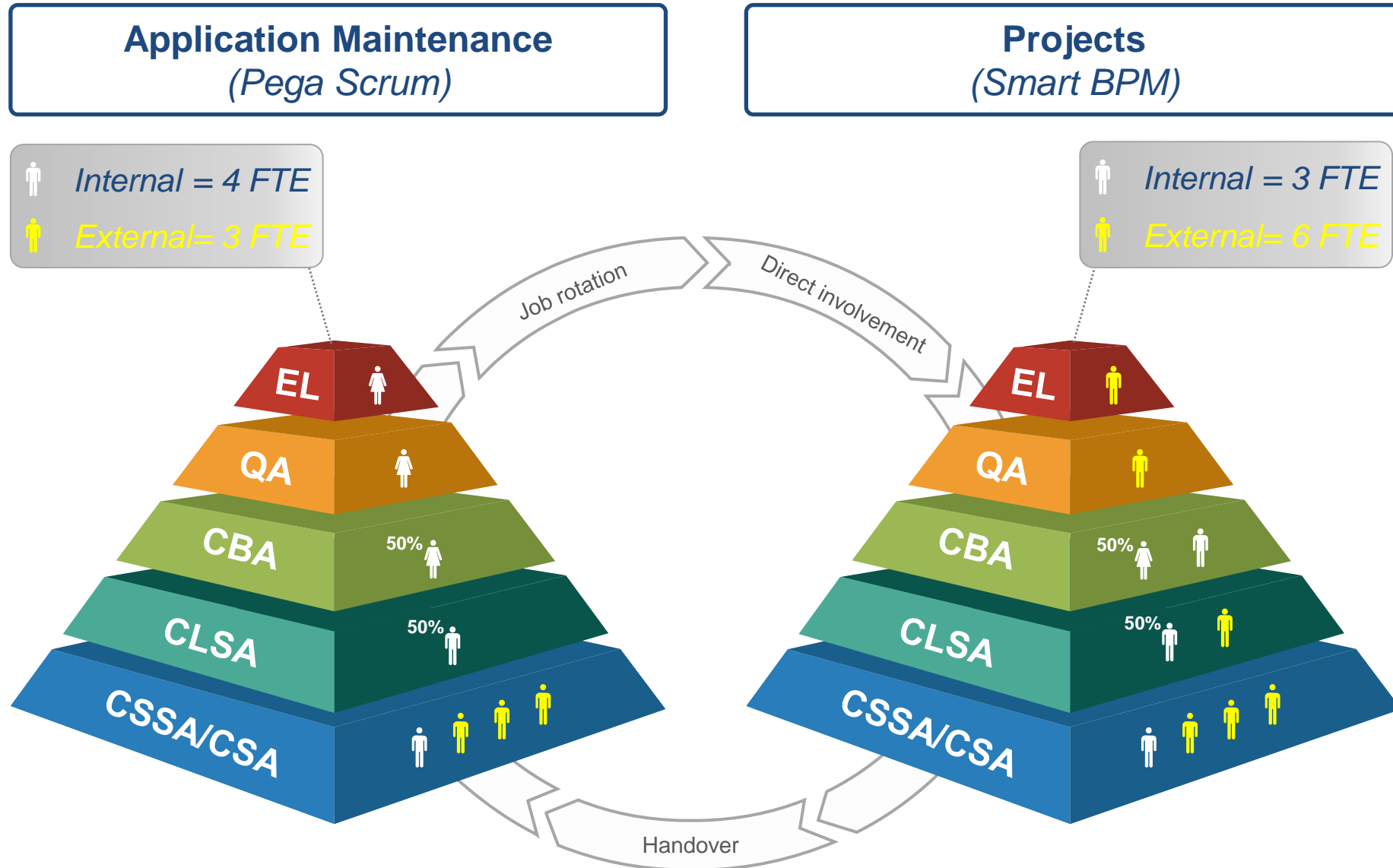
Our Journey – B2B Portal



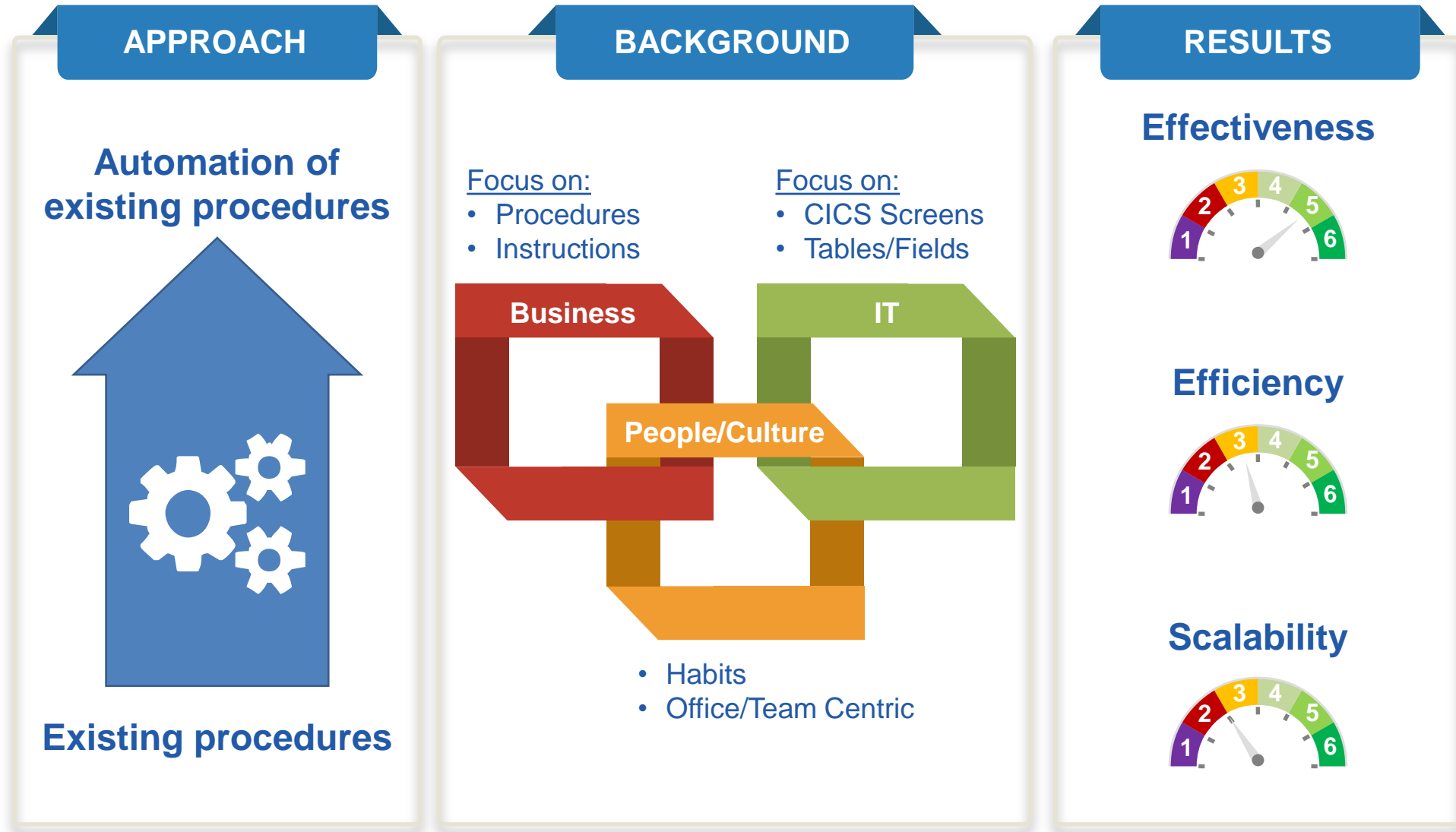
Our Projects & Application Maintenance Journey



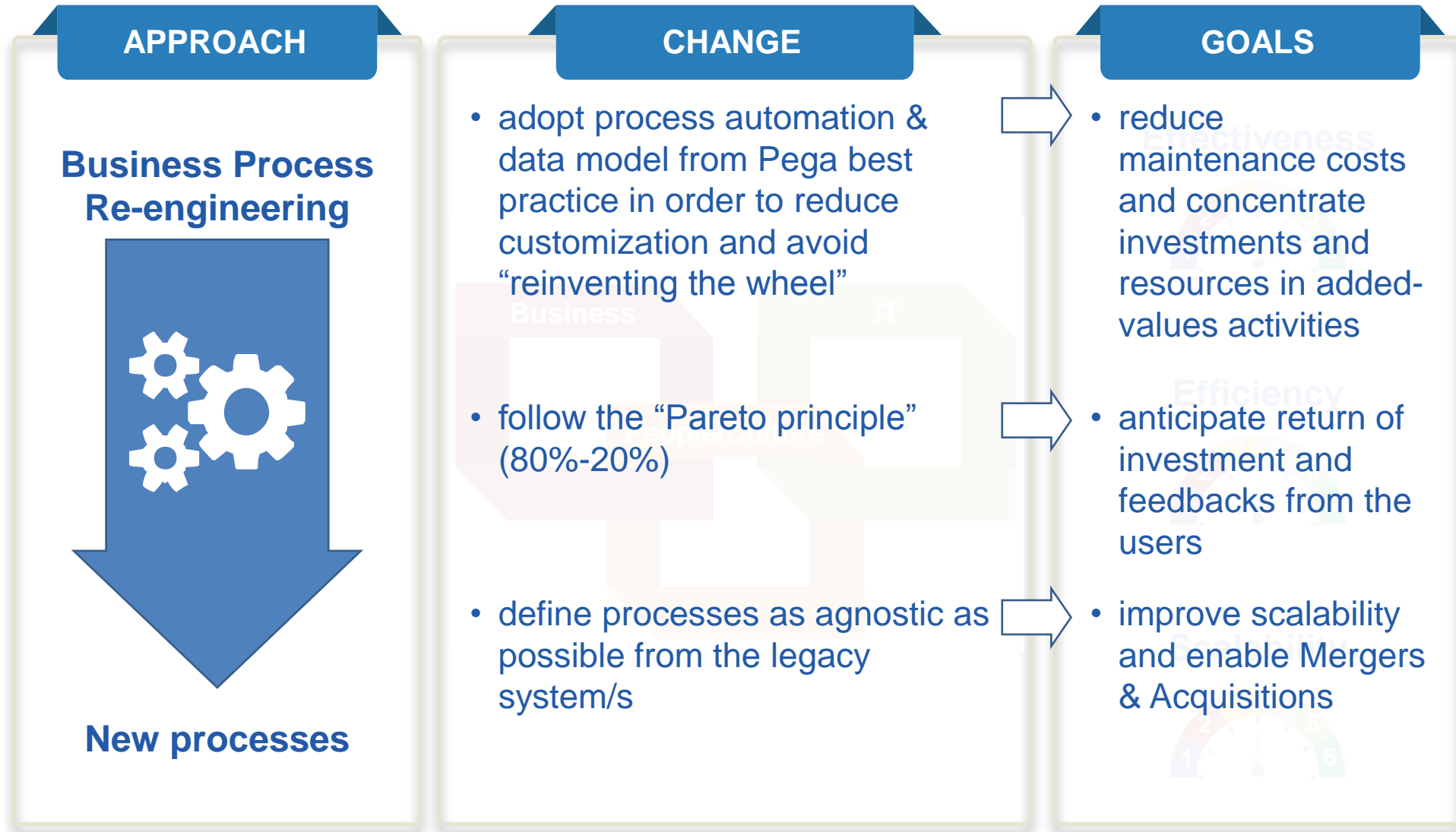
«Competence Center» / «Center of Excellence»



From the Bottom-up approach ...

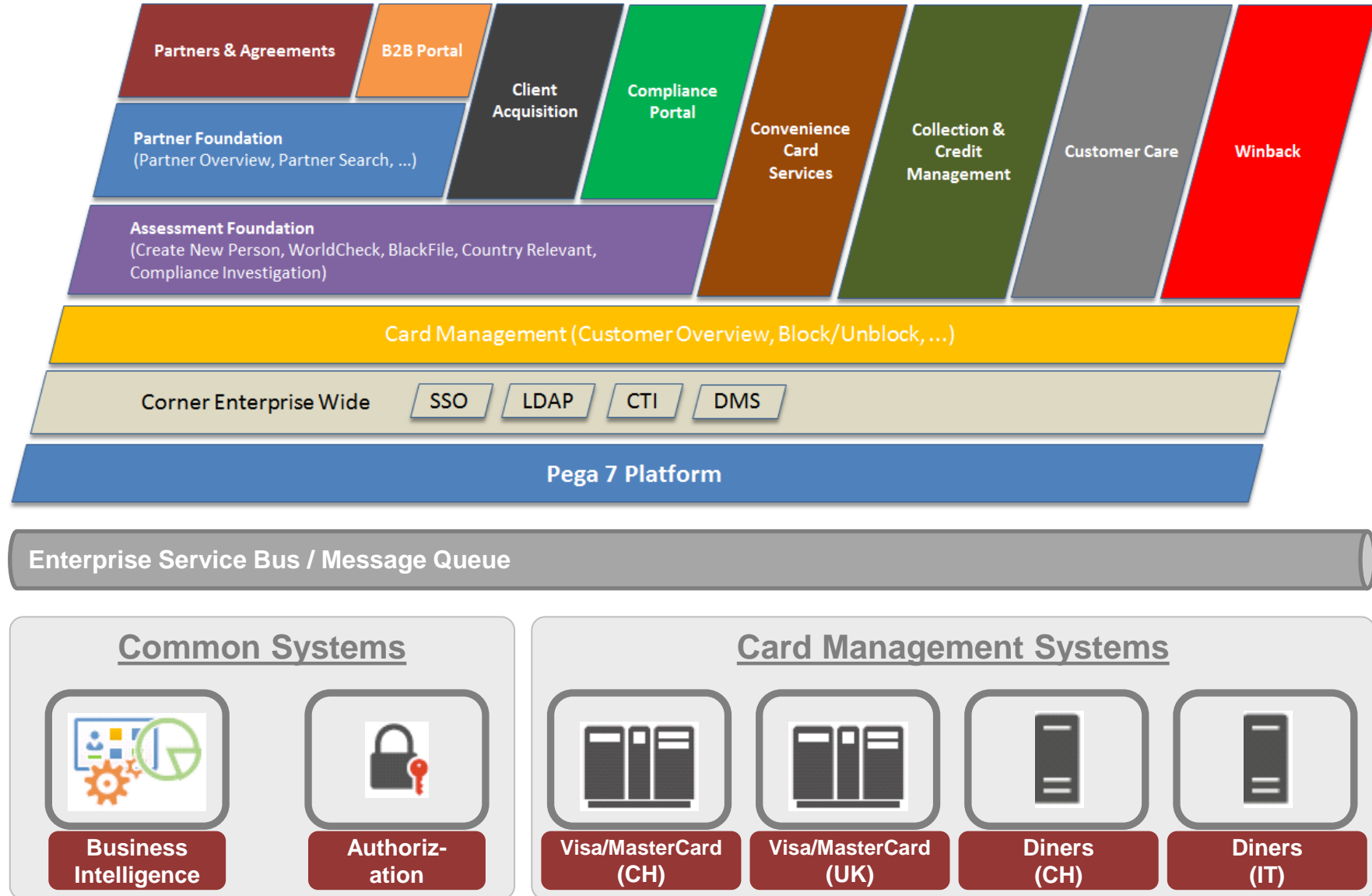


... to the Top-down approach

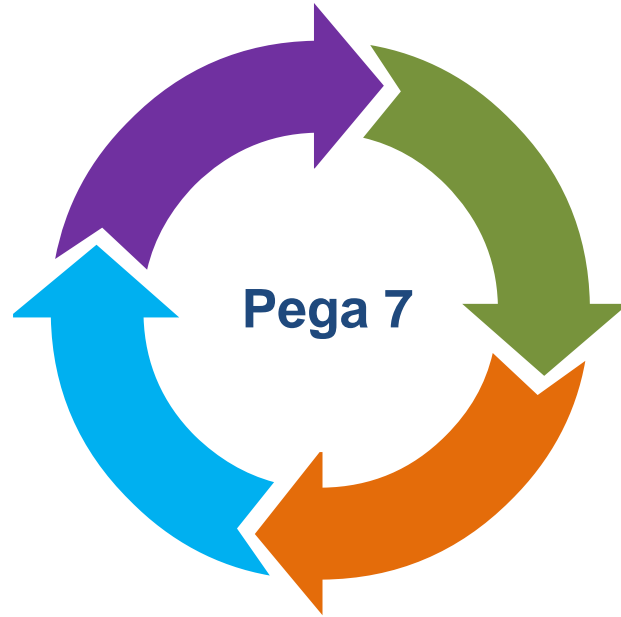


From the «Cornèrcard Big Picture» (target architecture) ...

(mid of 2015)



... to Pega Financial Service Application



MARKETING

- Pega Marketing for Financial Services

SALES & ONBOARDING

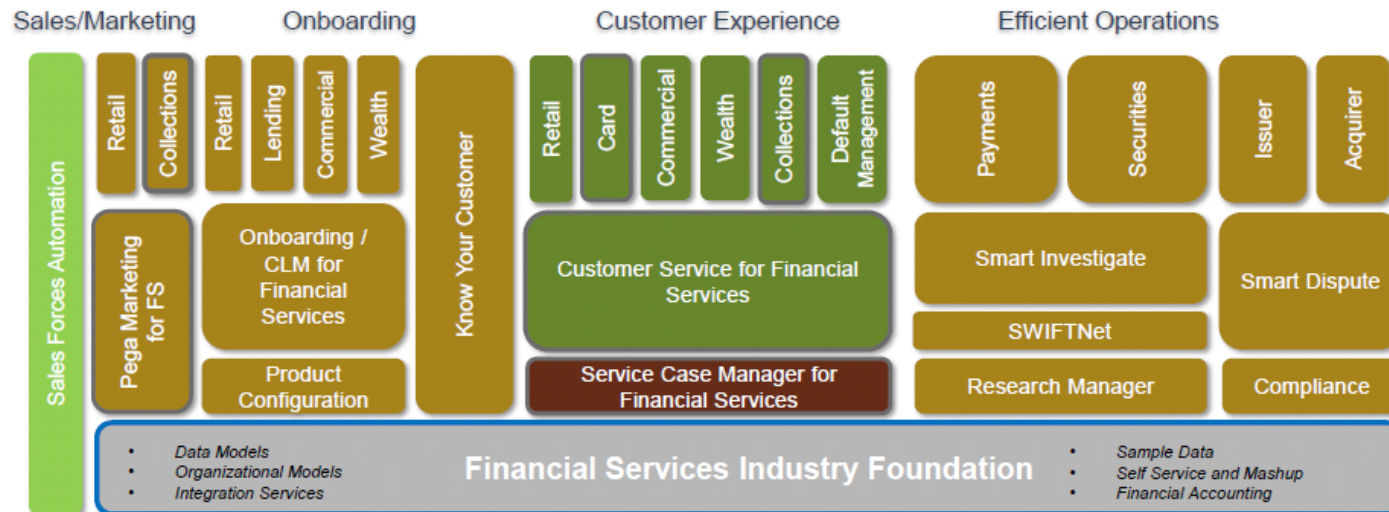
- Pega Onboarding/KYC with FATCA
- Pega Client Lifecycle Management

CUSTOMER SERVICE

- Pega Customer Service for Financial Services

OPERATIONS

- Pega Disputes / Collections
- Pega Compliance



«Pega Financial Service» meets «Cornèrcard Big Picture»

