



Case Study



CLIENT SUPPORT & IMPLEMENTATIONS

OUR VALUE PROPOSITION

Provide the industry's best total global treasury solution, as evidenced by operational excellence, exceptional service, product leadership and consultative expertise.

CONTACT US

For more information please contact your BNY Mellon WCS representative or one of our solutions experts by phone at 1 800 424-3004, by e-mail at treasury@bnymellon.com or visit our Web site at www.bnymellon.com/treasury.

CUSTOMIZED SOLUTIONS MANAGE DIVERSE SERVICING NEEDS

Customer Service and Implementations

A large property management firm with 43 property managers at satellite locations that handle more than 200 separate accounts faced a number of issues when it came to handling their expansive organization. This case study of BNY Mellon Working Capital Solutions' (WCS') detailed customized servicing solution for the realty firm is an example of how we continually achieve unsurpassed levels of customer satisfaction via strict customer servicing standards.

THE CUSTOMER CHALLENGE

Servicing Groups with Diverse Needs

Multiple contacts at the company's headquarters — as well as 43 different property managers located in dispersed sites — required varying levels of customer support to manage the implementations and servicing of more than 200 working capital management accounts for the company.

Headquarters required a “hands-on” approach that mandated support staff with a thorough knowledge of the organization and its needs as a whole, the numerous property managers required instant access to a knowledgeable representative for assistance at any given time.

Handling the customer’s ongoing, repeatable implementation requests, such as adding or changing properties, funds and/or accounts on a regular basis across several time zones, posed additional challenges. The organization needed a way to ensure that each implementation was handled quickly, efficiently and with an equal level of care and attention to detail.

THE BANK OF NEW YORK MELLON SOLUTION

A Dual Approach

To handle the varying servicing needs, BNY Mellon WCS’ Client Support group relied on both a designated BNY Mellon WCS Client Support Administrator (CSA) — an individual dedicated to handling customer issues emanating from the firm’s headquarters — as well as a team of servicing experts available on call at our service center for the numerous property managers. This “dual servicing” approach enabled us to match the needs of each customer contact with the full expertise and availability of a BNY Mellon WCS servicing professional.

To regulate the realty company’s implementations procedures, BNY Mellon WCS Client Support used its program implementation process to help ensure ongoing successful turnovers, documenting every standard aspect of each implementation for the customer to help ensure identical processes were used regardless of which specialist handled the request.

BNY Mellon WCS Client Support also partnered with other internal areas to develop special procedures that included customizing and automating service and set-up requests via our Internet Customer Service (ICS) portal, which provides quick access to online service requests, interactive set up forms and frequently asked questions via BNY Mellon WCS iTelecash® (our online information reporting/transaction initiation service) to quickly provide key data to customers. BNY Mellon WCS also set up a customized ICS homepage — developed specifically for the customer — to efficiently handle and automatically route their requests to the appropriate BNY Mellon WCS servicing and implementation area.

THE OUTCOME

Customized Servicing and Information

With the dual-servicing approach, all aspects of customer service — whether emanating from the company’s headquarters or from its dispersed contractor locations — are now handled for the organization in a knowledgeable, efficient and timely manner.

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