Relationship Manager Experience

New Proposal

Save

Commercial Banking Solution

Built into nCino's Cloud Banking Platform, the Commercial Banking Solution provides institutions with a seamless, end-to-end experience. The intelligent single platform for commercial banking replaces disparate systems within the institution with one digital/mobile enabled-solution that streamlines customer onboarding through deposit account opening, loan origination, underwriting and portfolio management. With nCino, financial institutions' customers and employees interact on the same secure platform enabling accelerated revenue growth, improved efficiency, effective risk management and an exceptional customer experience.

Building a Better Front Office Experience for Time, Growth & Retention

For commercial clients, Relationship Managers (RMs) are the face of the financial institution (FI). RMs develop a true understanding of clients' businesses, identify needs and opportunities, and guide them to the financial products or services to achieve their business goals. Through this process RMs become clients' trusted advisors, deepening their relationship with their clients, their clients' relationship with the institution, and, ultimately, their own relationship with the institution. Achieving this level of trust, however, requires a resource that is often in short supply for RMs – time.

While it is well-known that building strong relationships requires time and energy, Accenture reports that 60% of banking sales leaders say their salespeople spend insufficient time with clients.[1] Instead of prospecting for new clients or working with existing clients, RMs find themselves spending up to 60% of their time completing low-value, administrative tasks[2] or struggling to work effectively across multiple systems and disparate data sources.

The reality of a high focus on administrative tasks is especially disheartening for Millennials in the organization. The largest generation in the workforce today, Millennials place a large emphasis on doing work with meaning and purpose.[3] And, as digital natives, they expect to work in digital-first organizations.[4] Accenture notes that 82% of employees say technology plays a part in where they decide to work.[5]

The combination of insufficient time and inadequate resources results in RMs being lured away by forward-looking competitors who empower their front office with modern, time-saving technologies.[4] According to American Banker, the average turnover rate rose to 23% in 2022 from about 16% in 2021.[6] And, if job seekers perceive a lack of innovation at an institution, it can keep them from even applying to fill open roles.[7] Clearly it is getting harder for FIs to attract and retain top talent without a technology investment.

RMs Spend a Significant Amount of Time on Tasks that Do Not Generate Revenue
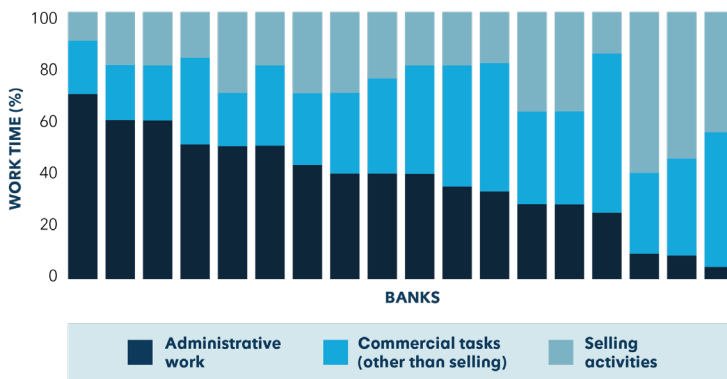
Sources: BCG's Corporate Banking Performance Benchmarking Study, 2021.
Each bar represents one bank

Successfully Empowering Your Front Office with Technology

Implementing nCino's Commercial Loan Origination System (CLOS) helps users across the organization transition from inefficient, siloed, analog processes to automated, streamlined, digital ways of conducting commercial lending. This is a major step on the path to an empowered front office.

While middle- and back-office users are quick to recognize the ways the CLOS simplifies processes and embrace the technology, it can be a different experience for the front office. Some RMs may resist incorporating the CLOS into their established ways of doing business due to the perceived extra effort it will require, while others may view it simply as another system to enter data into. Gaining RM adoption is critical when working to build a better front office experience and ensures the institution realizes the full benefit of their technology investment.

The key to overcoming user hesitancy and gaining adoption is by showing RMs early and often how the technology can make their jobs easier.[4] FIs can demonstrate how nCino's suite of commercial lending tools, especially Deal Proposal, Commercial Pricing & Profitability, Deal Management,

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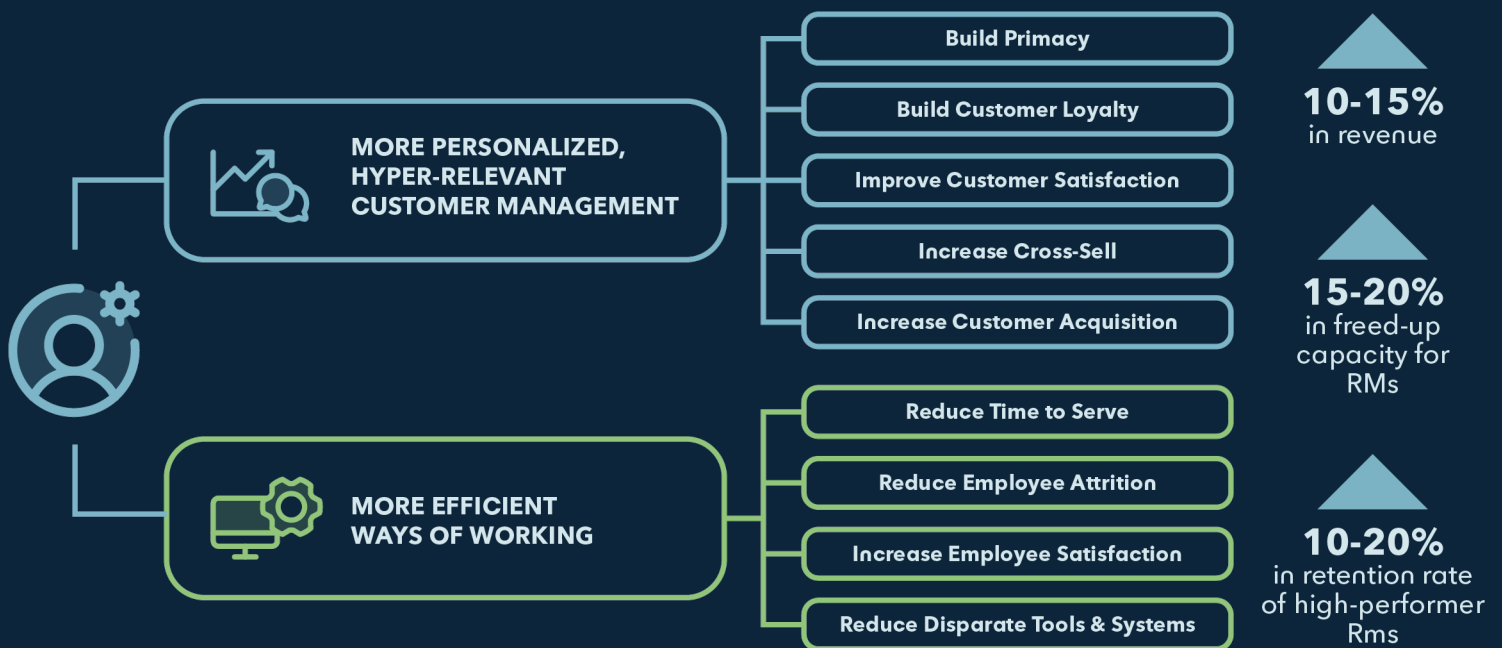>
> **-Accenture**

Priority Manager, and Reports & Dashboards, allows RMs to reclaim time to focus on high-value activities that help them serve their clients better and naturally complement their existing business practices.

In addition, FIs can boost the confidence of RMs who may be hesitant to use new technologies by providing personalized trainings.[8] Institutions have access to a suite of comprehensive training resources through nCino University, dedicated to improving user adoption and platform efficiency.

Benefits of Technology Adoption by the Front Office: Time, Growth & Retention

The benefits of building a better front office experience are significant for the RMs, their institution, and their clients. Accenture estimates FIs who successfully implement new digital servicing and relationship management approaches can free up time for their RMs by 15-20%. Time which can be used for high-value activities, like prospecting and cross-selling. Additionally, these organizations can expect 10-15% in increasing revenue and 10-20% improved retention of high performing RMs.[5]

MORE PERSONALIZED, HYPER-RELEVANT CUSTOMER MANAGEMENT
- Build Primacy
- Build Customer Loyalty
- Improve Customer Satisfaction
- Increase Cross-Sell
- Increase Customer Acquisition

10-15% in revenue

15-20% in freed-up capacity for RMs

MORE EFFICIENT WAYS OF WORKING
- Reduce Time to Serve
- Reduce Employee Attrition
- Increase Employee Satisfaction
- Reduce Disparate Tools & Systems

10-20% in retention rate of high-performer Rms

Source: Accenture, "Why is the empowered relationship so important right now?", August 30, 2020

Continuing to Build a Better Front Office Experience with nCino

Through a relentless focus on innovation, nCino continues to offer a growing suite of commercial lending tools that help FIs elevate their front office experience. Designed with RMs in mind, nCino now provides solutions to help them capture loan details easily, negotiate pricing confidently, view and manage deals from one screen, streamline the management of items coming due, and gain greater visibility into mission-critical metrics quickly so they can focus their time and energy where it matters most-on their clients.

Deal Proposal

Deal Proposal is an intuitive, single screen experience modeled after the "single sheet" method favored by RMs to capture loan details during client conversations.

Launched from the CLOS home page or the Opportunity page and accessible through nCino's digital and mobile experiences, RMs can quickly and easily enter essential information and notes related to the loan into Deal Proposal. This simplifies the submission process, eliminates the need to re-key information after client meetings and ensures all details are stored on a single platform.

Using Deal Proposal, RMs can accelerate the deal submission process and provide a better lending experience for their clients.

Commercial Pricing & Profitability

With Commercial Pricing & Profitability (CPP), nCino delivers a pricing solution that is embedded, intelligent and effective.

CPP empowers RMs with data-driven insights to confidently negotiate in real-time and win deals, while ensuring compliance with their institution's financial goals and targets. In addition, RMs can price and negotiate with minimal clicks as a deal evolves through the loan lifecycle.

CPP reduces the time it takes RMs to structure and price deals from hours to minutes—giving them back time to focus on growing deeper client relationships.
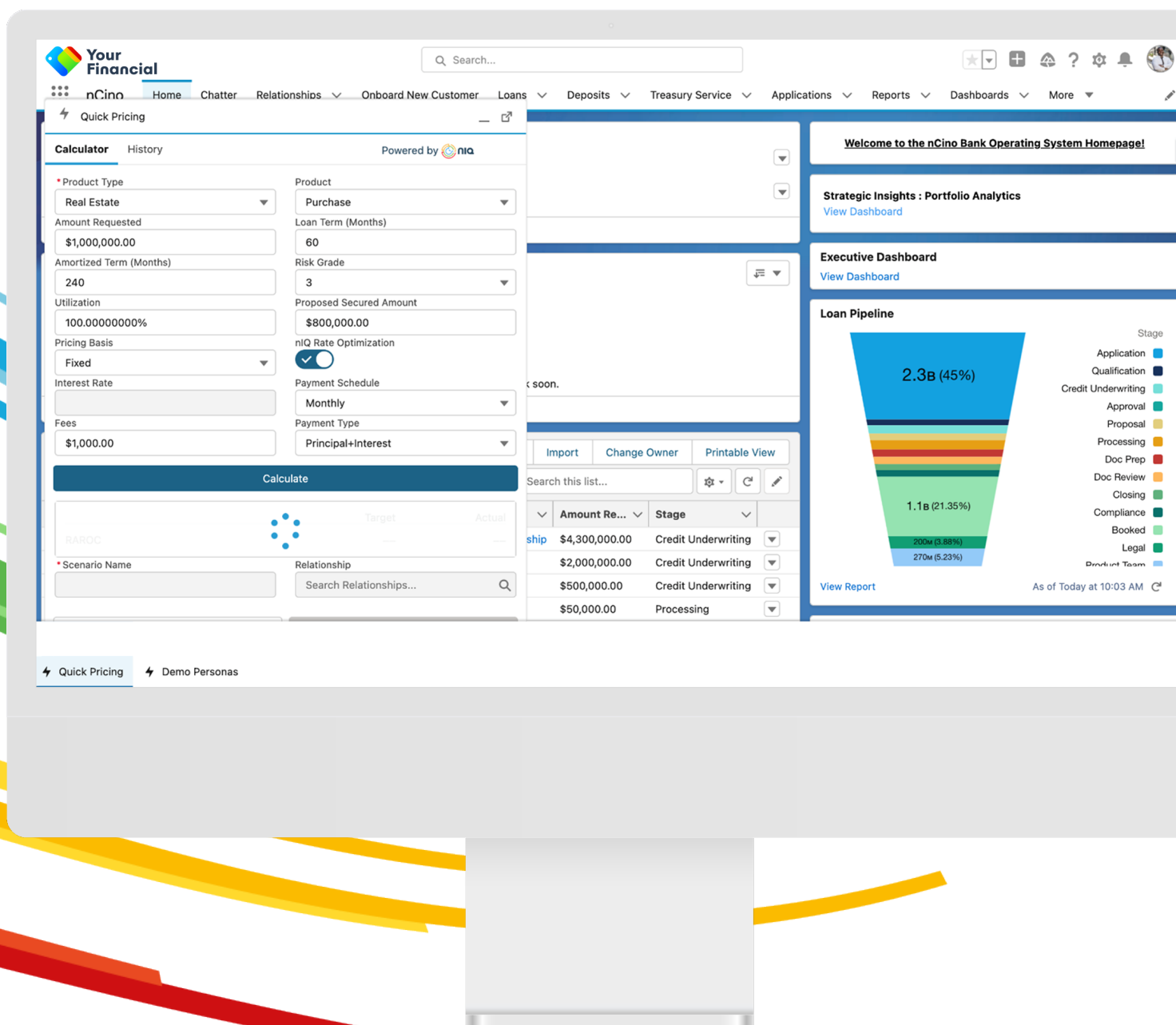
Deal Management

Deal Management provides a straightforward way for RMs to access and manage the overall deals of their clients' loan and treasury products in real time.

Accessible within the CLOS from a Loan or Treasury Service, RMs can easily navigate through large numbers of records without losing their context using the Deal Panel. RMs can quickly perform actions on these records from the Deal Management Workspace, including creating sub-loans, cloning all related information, bulk editing details for shared records, or inputting ancillary revenue to include in the deal proforma and relationship profitability calculations.

Using Deal Management, RMs can originate deals faster, manage relationships more efficiently, spend less time in the system and have more time to build meaningful client relationships.
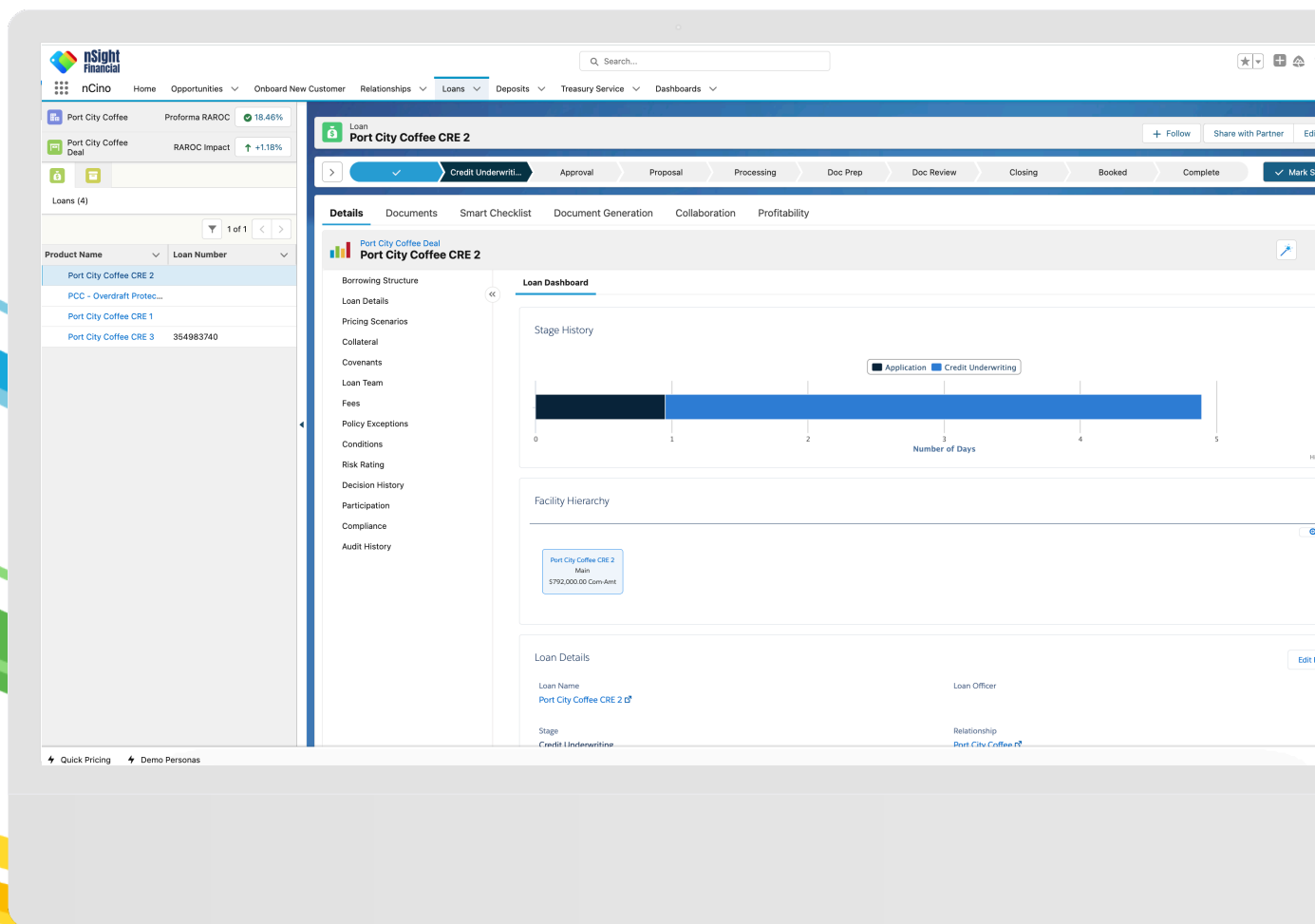
Priority Manager

nCino's Priority Manager is an all-in-one hub that revolutionizes how RMs can track and manage their work items coming due. Using Priority Manager, RMs can view and act on time-sensitive activities within a single location, accessible from anywhere within nCino's Cloud Banking Platform.

Streamlining document processing, staying informed of time-sensitive loan activities, and improving efficiency, Priority Manager provides RMs with a convenient user experience while increasing their productivity and time spent on value-adding activities, benefitting their institution and their clients.

Reports & Dashboards

nCino's Reports & Dashboards solution can centralize data from an FI's core and other siloed systems to provide a 360-view of the client relationship in real time.

The comprehensive suite of reporting tools assists RMs with cross- and up-selling opportunities, lead generation, marketing insight, and proactive client support. RMs can also view snapshots of their sales activity—such as Open Deals, Closed Loans vs Target, and Loans Closing Last 60 & Next 60 Days—to monitor deal statuses, track progress towards targets, and stay organized.
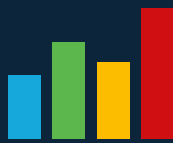
With nCino's Reports & Dashboards, RMs can leverage their organization's data to easily identify areas for focus, helping them maximize their time, build profitable client relationships, and achieve their goals.

Learn more about nCino's Commercial Banking Solution and the empowered Relationship Manager experience it delivers.
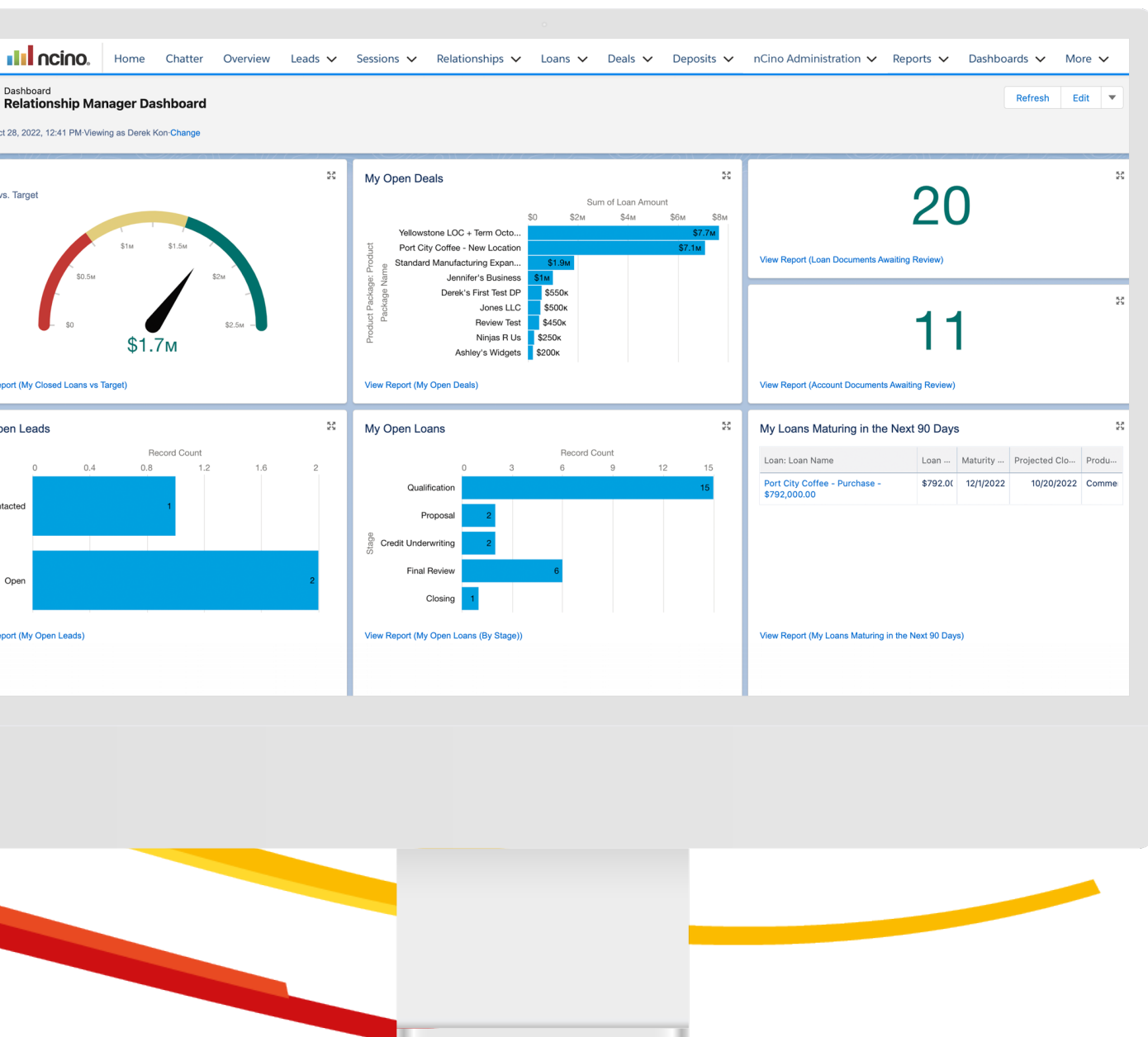
End Notes

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THE NCINO DIFFERENCE