



BZ WBK and Comarch implement CRM 2.0

Bank Zachodni WBK (belonging to Santander Group) and Comarch have signed a contract to implement and maintain the new technology platform and CRM system.

KRAKOW, POLAND, October 12, 2015 /EINPresswire.com/ -- Bank Zachodni WBK (belonging to Santander Group) and Comarch have signed a contract to implement and maintain the new technology platform and CRM system.

[Comarch CRM 2.0](#) is a comprehensive solution supporting and automating the processes associated with building and maintaining relationships with customers, with the option of intelligent prompts, ensuring personalization of customer service. The advantage of the solution is its intuitive navigation, clear user interface and ease of use thanks to the unique approach to the information architecture. Comarch CRM 2.0 was developed based on the latest technologies and Responsive Web Design allowing its automatic adjustment to the size of mobile devices and making the solution available for tablets and smartphones users – the work of advisors and directors on constantly updated data becomes then possible without their presence in the branch.

'Implementation of a new CRM tool in Bank Zachodni WBK will ensure a higher quality of service across all channels, better understanding of customer needs and even better customization of solutions to customer requirements. This will allow the bank to build strong relationships with our customers, and make more and more individuals and companies select BZ WBK as a partner in finance and insurance', says Patryk Nowakowski, Director of CRM and Sales Support Development Area at BZ WBK.

'We are convinced that thanks to the solution that is going to be implemented BZ WBK will reach its objectives and increase the operating range which is already very wide today, underlines Lukasz Grędecki, Director of Production at Comarch Financial Services Division.

'The use of modern technology in the project means opening up new opportunities for the development of business processes. It is also instant access to information needed by our advisors for the best customer service, underlines Jakub Traczuk, Director of BZ WBK Competence Center for System Integration in Information Technology Area.

'Implementation of Comarch CRM 2.0 at BZ WBK on the one hand confirms the innovativeness and competitiveness of our solution, on the other – what is equally important, strengthens Comarch's cooperation with Bank Zachodni WBK, says Przemysław Drzymała, Sales Director at Comarch Financial Services Division.

Bank Zachodni WBK – its main shareholder is Santander, the first bank in the euro zone and 11th in the world in terms of capitalization. BZ WBK is one of the fastest growing banks in the Polish market, serving individual customers, small and medium-sized enterprises and large corporations. BZ WBK Group offers brokerage, asset management, investment funds, leasing, factoring and full range of bancassurance. It has one of Poland's largest network of branches and partner outlets.

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