

# Case Study—Korean Financial Supermarket

## Situation

- Hong Kong-based organization was creating multi-business financial supermarket
- Acquiring existing companies
- Financial deregulation in progress

## Objectives

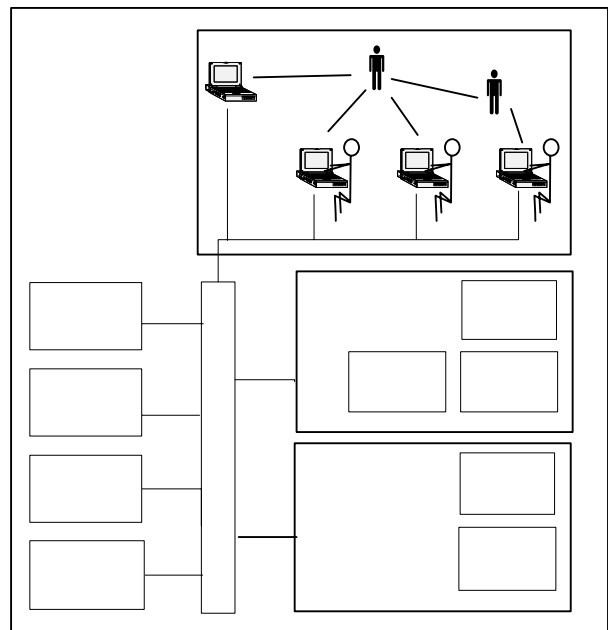
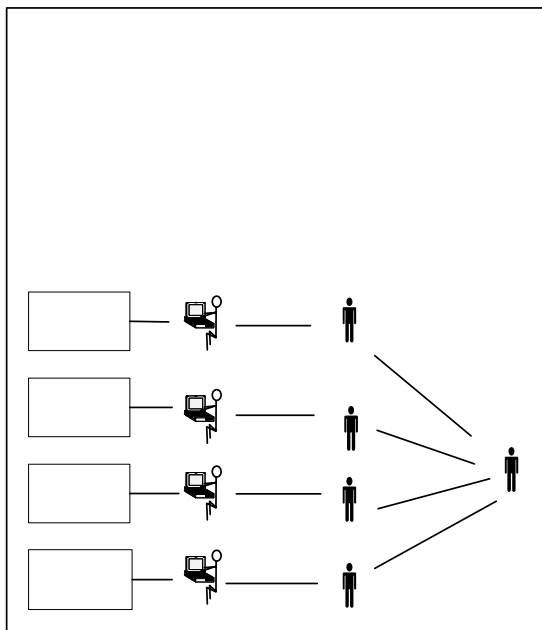
- Integration and exploitation of multiple customer bases
- Cross selling
- Multi channel acces
- Rapid product development and deployment

## NaMax Role

- Strategic design in line with business objectives
- System selection
- Implementation of systems, creation of call centre

## Outcome

- Strategy designed in 8 weeks
- Systems selected in 5 weeks
- Call centre and internet offering built in 6 weeks integrated with legacy insurance system
- Call centre most successful / profitable outlet in 3 months



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through application of  
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