

TALLINN UNIVERSITY OF TECHNOLOGY

Faculty of Information Technology

Department of Informatics

Chair of Information Systems

**Implementation of common CRM for the Baltic
States in SEB Bank**

Master's Thesis

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Summary

SEB bank is currently following consolidation strategy across the Baltics with a goal to have common IT systems for three Baltic States: Estonia, Latvia and Lithuania. One of the components of Baltic integration is common Customer Relationship Management information system. The purpose of the Master's thesis was to provide the solution for the common Baltic Customer Relationship Management and its implementation methodology development.

The desired future solution was to have one Baltic CRM solution for all three countries in order to achieve lower investment needs and running costs but also gain more agility i.e. time-to-market in SEB across all 3 Baltic countries.

The Master's thesis consists of five main parts: introduction; overview that includes theory, Estonian, Latvian and Lithuanian Banks review and Baltic SEB Customer Relationship Management information systems' descriptions; analysis of the current situation of Baltic SEB CRM systems and common SEB Baltic CRM potential solution; Architectural overview of the future SEB Baltic CRM system description by means of different views; Common CRM implementation description with use cases and one concrete use case named "Calendar" detailed specification.

The following results were obtained as a result by the Master's thesis author:

1. The SWOT analysis of SEB Bank in the Baltic States and the Baltic Customer Relationship Management area was carried out. The goals of the Baltic SEB and the Baltic Customer Relationship Management were identified.
2. The analysis of current situation of CRM in the Baltic States was performed. The subject of the analysis was to choose the most appropriate solution for the SEB Baltic CRM system among the existing CRM systems in the Baltics. Estonian internal CRM solution was chosen for the SEB Baltic CRM system.
3. According to the selected solution and considering the desired future state were also identified gaps that should to be resolved for the final Baltic solution.
4. The methodology for the CRM system implementation in the SEB Baltic was developed, including the description of the SEB Baltic CRM system target Software

Architecture by means of different views and scenarios descriptions. As the result the real use cases were defined.

5. The requirements for UC_301 Calendar use case development were prepared.
6. The current status of the SEB Baltic CRM project was presented.

The Master's thesis is in English and contains 90 pages of text, 6 chapters, 28 figures, 16 tables and 1 appendix.