

ZUGER KANTONALBANK: CLEAR INFORMATION LEAD WITH TELEKURS iD

Since mid-2007, Zuger Kantonalbank's customer advisors have been using Telekurs iD as a fast, reliable source of information. Committed to innovation within its organisational structures and services, the Zug-based bank naturally expects high standards of a global financial information system. Thanks to Telekurs Financial's extensive training programme, users got to know the new display in next to no time. Telekurs iD's intuitive context menu and other navigation aids enable users to find the information they need quickly and easily.



Zuger Kantonalbank is the leading bank in the catchment area of Zug's financial centre. With 14 branches throughout the canton, it provides a complete spectrum of business offerings typical of an all-service bank: services which are used by private customers and by institutional and commercial clients alike. With a corporate history stretching back over more than 100 years, Zuger Kantonalbank has a strong sense of tradition, but at the same time it also has a clear commitment to innovation when it comes to gearing its organisation and services to modern efficiency criteria. In 2002, for example, Zuger Kantonalbank became the first Swiss bank to introduce standardised banking software and two years later it reorganised its securities business in a joint operation with Zurich-based Maerki Baumann & Co. Ltd. As this might suggest, the standards it expects of a financial information system are pretty exacting. Many investment clients can already procure large amounts of market information from the Internet or other sources, and when they come for advice they expect their bank to know a good deal more than they do themselves.

Market events in real time

Zuger Kantonalbank's customer advisors have been using Telekurs iD as a practical all-round solution since mid-2007. The all-service bank decided to replace the display screens of a competing supplier. Alfons Abart, an investment advisor at Zuger Kantonalbank, comments on the decision: "In the past, customer advisors had to access alternative information systems if the response time of the previous financial display screen was slow. Telekurs iD now meets 99% of our information needs, thanks to its speed and the wide range of information it covers." The modular structure of Telekurs iD has also made it possible to cater for various needs in the specialised departments. For example, customer advisors can use Telekurs iD for their daily market overviews. The charts, real-time prices and other practical features, such as portfolios or the dynamic data export option, provide the foundations for comprehensive customer advice.

A clever search engine

By contrast, the securities-administration department has subscribed to a leaner back office package that suits its needs. The key features here are the search functions of Telekurs iD, which are invaluable when you need to gain a rapid, soundly based overview of structured products, dividends or historical securities transactions. Every Telekurs iD user also has the option of customising the structure of the financial display's user interface. For example, some customer advisors have put together their own user screens with a selection of financial stocks, while other specialists use the pre-prepared country or market-specific screens. Does Telekurs iD offer users any other benefits?

– Given the large volume of information contained in Telekurs **iD** – the data universe covers real-time prices, news, corporate actions and reference data for financial stocks traded on all major stock exchanges – it is a crucial advantage for users to be able to access the information they are looking for as quickly and easily as possible. Alfons Abart puts it like this: “All you have to do is click on a quote with your mouse and the context menu gives you access to a whole range of additional information and useful features, such as the instrument summary, corporate actions, charts, time & sales data or company information.”

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Alfons Abart, customer advisor at Zuger Kantonalbank

– When you choose Telekurs **iD**, you not only benefit from the extensive volume of data and practical features, but also from a range of customised training options. Alfons Abart is enthusiastic: “What I particularly like about Telekurs Financial’s training options is the fact that in addition to the introductory course, Telekurs Financial also offers individual follow-up training. This gives users another chance to sit down with the post-sales staff and go through all the questions and problems that have cropped up with the new display in their day-to-day work.”

Telekurs **iD**’s strengths

- Improved navigation options enhance working efficiency (right-hand mouse button, drag & drop and multi-window functionality).
- Intelligent linking of financial data: any quote provides direct links to relevant news, corporate actions along with historical and real-time price and volume data – a big advantage for customer advisory staff.
- Access to Telekurs Financial’s complete securities database (reference data, real-time quotes, corporate actions, charts and real-time news).
- Telekurs **iD** support services include regular training updates and a 24-hour help desk for users with technical questions about functions or data content.

Zuger Kantonalbank’s verdict on the use of Telekurs **iD** is positive. Thanks to extensive training, users became quickly confident of the advantages of the new financial information display. With its global financial information offering, Telekurs **iD** is now able to accommodate the diverse information needs of Zuger Kantonalbank’s specialist departments and branches. Alfons Abart concludes: “These days, when the whole financial world – including customers – have access to a huge volume of information from a variety of sources, we regard a fast, user-friendly information system as the basis for quality customer advice and valuable support in day-to-day business.”

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