



Mission Critical Communication

“You cannot afford to miss it”

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” *"In the 'attention economy' the value of emails is rapidly approaching zero."*

Financial Times **“**



1 Mission critical communication

We live in an era that is highly dependant on receiving accurate and timely information. Communications have never been more critical to achieving success in business and in our personal lives. There is no shortage of methods and techniques to send and receive data. Common delivery channels include email messaging, handheld devices, fax machines, land line telephones and mobile phones including the use of text messaging. While these tools offer numerous ways to communicate quickly and efficiently, the result sometimes produce the opposite effect. Although the technology and tools are readily available to make communicating much easier and efficient, we often find ourselves overcome by data and this is especially true in the corporate sector.

For example, large financial institutions face numerous communications issues in their organisations, particularly in addressing regulatory compliance risk. With ever changing laws and regulations along with increased involvement from examiners, nothing is more important than a financial institution's ability to meet regulatory expectations. Senior compliance management has the responsibility of implementing regulations and to identify and assess risk on a continuing basis. Many compliance requirements cut across the entire organisation and must be proactively addressed. Listed below are some of the major compliance mandates that are regulated by The Financial Services Authority (FSA).

2 Key compliance legislation

Anti-Money Laundering Compliance (currently accounts for the largest allocation of compliance cost and resources)

Numerous Compliance Regulations including:

- Investment Regulations
- Home Mortgage Contracts
- Issuance of e-money
- Insurance Regulations
- Basel Accord II
- Human Resources Compliance
- Privacy Regulations
- Truth in Savings
- Retail Compliance Regulations
- Capital Adequacy Guidelines

3 Effective communication is essential for compliance

Meeting these and many other risk and compliance requirements today is an arduous task that will only become more challenging in the future. The timely delivery and receipt of critical information is necessary, not only among employees and associates, but between senior management and the Board of Directors who are ultimately held responsible for a sound risk management program. Effective, timely, and proactive communication to the right people at the right time is necessary to implementing a proper compliance framework that meets the challenges that the financial sector faces not only today but well into the future.

A delivery channel that is capable of ensuring that communications needs are fully satisfied is crucial to success. Let's look at some of the roadblocks that can prohibit this from happening.

There is perhaps no bigger culprit than email, which remains a major source of information overload. Email was basically designed as an effective way to communicate one-to-one information, but most companies today rely so heavily on email that without it communications would essentially be stalled. While this started out as a way to utilise technology to improve communications, it frequently has the disruptive impact of diminishing the efficiency of the workplace and often becomes very frustrating for employees as well as senior management. The sheer volume of email leaves users with the inability to identify critical messages as they often sit in the mailbox unread. Estimates are that employees spend as much as 40 percent of their daily time at work reading and responding to email messages. There are stories of people being overcome by email, some receiving 200-300 messages daily. A number so large that one can spend an entire workday or more just trying to get through and react to the receipt of incoming email messages. Statistics clearly indicate that the use of email continues to increase making it even more difficult to ensure that critical messages are received timely and the appropriate action taken.

4 What has caused this epidemic of email overload?

There are too many reasons to list them all, but some of them are as follows:

- Too much detailed information contained in an email
- Emails sent in a work environment for personal reasons
- Emails containing numerous cc's when they are not necessary
- Circulation of information continues to increase annually
- Receiving emails that do not pertain the recipient's job function
- Relative low cost of email
- Often used as a substitute for a simple phone call

5 Should know information

In this sea of information overload, it has become extremely difficult to ensure that “should know information” is received, read and the appropriate action taken in a timely manner or at all. For example, using high-priority messages or send receipt request email is no longer a guarantee that “should know information” is received and read. Not receiving and reading critical information immediately can often have an undesirable and sometimes devastating negative impact.

Some examples of critical or “should know information” include:

- Notification to Senior or Executive Management of a disaster that has an immediate impact on the company, such as a hurricane, an earthquake, fire, tornado, etc.
- Announcement regarding an acquisition or merger to employees, perhaps before it is announced in the media
- A significant change in management structure
- An important announcement from the Chairman or another member of Executive Management
- Regulatory changes and important compliance announcements
- Industry updates, product recalls, and training issues
- An immediate change in pricing
- A change in the regulatory environment
- An announcement regarding a mission critical system failure that impacts clients and customers
- Messages to customers regarding new products and services, price changes, etc.

Recognising that it is increasingly difficult to reach employees and associates effectively through traditional digital channels, companies such as Skinkers, a market leader in information broadcast technology and headquartered in the U.K., has developed a solution. Skinkers Live Notification Platform broadcasts “should know information” directly to the most appropriate device (computer, handheld device, mobile phone) of your choice through the use of push technology to ensure that critical information is delivered to customers, partners and employees with visibility and impact. Skinkers information broadcast technology is the world’s first enterprise class multi-channel message and content delivery technology.

Let’s examine a couple of case studies where the receipt of “should know” or critical information is paramount to success. The first case study demonstrates the challenges that a large financial institution has in meeting its compliance obligations. The second case describes the benefits and opportunities of communicating timely information regarding a financial institution’s products and services through push technology.

6 Case Study One-Wales Bank

Bank Secrecy Act/Anti-Money Laundering Compliance

Wales Bank, headquartered in the United Kingdom must ensure that the requirements of Proceeds of Crime Act (PoCA) are administered across the enterprise for all products and services. The Wales Bank Board of Directors must appoint a qualified senior officer to manage and provide oversight for the enterprise-wide program. The key components of a BSA/AML program include documented policies and procedures, monitoring processes for detecting suspicious activities, appropriate training, customer identification and risk-based customer due diligence, and an appropriate level of other internal controls.

There is an ongoing need to communicate critical “should know information” across the franchise to associates responsible for BSA/AML compliance at the line of business level. A change in a regulation or focus by the regulators can require immediate action by a BSA/AML compliance program administrator. If this is not communicated and received immediately with appropriate and timely action taken, it can place a financial institution in a non-compliance situation, possibly resulting in an enforcement action against the company. Fines and penalties can be very severe for non-compliance and a breakdown in communications can have undesirable consequences for the company and even individuals in some cases. Often enforcement actions, whether monetary or not, become public information and can result in reputation damage to an institution.

Perhaps “should know information” does not involve a change in regulation, but rather an internal compliance deadline that must be met, such as the requirement that all associates receive BSA/AML training within a certain timeframe. Another example is the follow-up on the enhanced due diligence requirement for accounts that are deemed to be higher-risk for money laundering and terrorist financing activities. Clear, concise and timely receipt of critical information in this example is paramount in meeting compliance expectations.

7 Case Study Two-London Bank

Website Push Technology to Customers

At London Bank the majority of their customers have access to their financial institution's website, where they can browse and learn of new product offerings and shop for rates. Many customers also participate in online banking where they can transfer funds, pay bills, view account balances and activity, obtain check copies, etc. While having access to a financial institution's website and having the opportunity to perform online activities is an advantage to customers and a great offering, it is effective only when the customer pulls up the website. London Bank would like to have a way to proactively deliver the types of information discussed above and feel that this would give them a competitive advantage in the marketplace.

This has become possible through the implementation of push technology where the information is delivered to the client with a new effective delivery channel to enhance the communications experience with their customers. Through the Live Notification Platform offered by Skinkers, deploying push technology to deliver “should know information” about products, services, offers, promotions news, and announcements is possible. This data can be delivered to the customer's delivery channel of choice, desktop computer, handheld device, mobile or land telephone, etc.

A key benefit of using innovative push technology is increased revenues through improved sales efficiency by providing relevant, timely and useful product information, offers and promotions.

As one can see from the case studies above, it is no longer practical or acceptable to rely on email or even websites to effectively communicate critical or “should know information”. A push technology solution is now available that can cut through the noise of overburdened email delivery channels to get “should know information” delivered with certainty. Marketing and sales information can also be proactively push delivered to websites so that the data is delivered to the customer efficiently. While these case studies clearly point out the advantages of utilising push technology to deliver “should know information”, there are numerous other applications that can receive great benefits that increase a company’s bottom line and their relationship with clients and customers.

The delivery of critical and priority information with visibility and impact has never been more important.

8 The Author, Nelson Everhardt



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The customers

A small sample of customers who trust Skinkers to get ShouldKnow information to the proper constituents quickly, efficiently and securely!



Find out how Skinkers can benefit your business

For further information about our products and services, visit our website – www.skinkers.com

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