



Taking a Client-Centric Focus to the Next Level



Rachel Brown
Global Head of
Corporate and Public
Sector Client Success

Delivering the best client experience has become a global mantra for businesses of every stripe. Ensuring client success has long been the focus of financial services institutions, who support clients' business and treasury operations around the world. Banks, such as Citi, and the best fintech brands, are known for delivering a world-class client experience. Citi Treasury and Trade Solutions (TTS) is raising the bar, taking its client-centric focus to the next level with the introduction of a new Global Client Success organization.

Citi TTS is recognized for its unparalleled 95-market network, award-winning transaction banking offering and digital platforms that service clients around the globe. TTS has earned a reputation for ease of engagement, and providing strong service support through dedicated senior advocates who are laser focused on clients' evolving needs.

The Client Success team has a broad mandate, with the intention of bringing together coverage of global Cash Management, Cards and Trade in a bold and comprehensive way. This innovative new organization aims to work closely with TTS's Operations, Service, Onboarding, Product and Sales teams to bring all of Citi's resources to bear in helping to provide clients with the highest level of execution and experience excellence.

A unique leader for a unique organization

To lead this new organization, Citi has appointed Rachel Brown as Global Head of **Corporate and Public Sector Client Success**, where she will be responsible for developing and executing a client-centric strategy. Rachel brings a great deal of experience to this new role having begun her career in Citi's Global Transaction Services business where she held a number of senior roles across Operations, Sales and Implementations. During this time, she built diverse, high-performing teams, successfully leading through the most challenging of times. More recently, she was the **TTS North America Client Implementation Head**, guiding a team of Program and Project Managers who were accountable for the end-to-end implementation of the bank's solutions.

Going global through a phased approach

While the Client Success initiative is a global, full-service model for the bank's top corporate, ecommerce and public sector clients, the program is initially being rolled out using a phased approach. Ultimately, the Client Success team is expected to have designated Client Executives in every region of the world, helping to deliver Citi's unparalleled network in a globally-consistent way that can have a direct and positive impact on clients' daily lives.

"My team will be comprised of Client Executives, who will act as the **primary relationship advocate for our valued clients**," explained Brown. "The role of the Client Executive will be to build elevated relationships, truly embedding themselves within the client's organization to help develop a much deeper understanding of their needs, allowing Citi to solve problems proactively. We will focus on nurturing and growing client relationships through the provision of value-added solutions and driving exceptional client experience."

A team predicated on deep experience

One of the hallmarks of the members of the Client Success team will be their deep experience. The team is expected to be comprised of seasoned leaders with 10+ years' experience in the industry. Their mission will be to help clients achieve their treasury goals and objectives, so their businesses can continue to thrive and grow.

To help ensure Client Executives are able to deliver on the promise of the Client Success organization, TTS has developed new tools that are designed to deliver visibility into all of the activities happening within a client's portfolio. The insights gleaned from these tools will help provide the team with the awareness needed to take actions quickly and decisively.

The Client Success organization has set its sights on raising the bar for client experience, aiming to ensure that every interaction with TTS is worthy of each client's business.