

Driving financial services innovation through process automation for a new digital bank



BBD has contributed to a leading digital bank enablement programme for a client starting a new retail bank by providing sustainable innovation and automation framework.



Objectives

- › Automation of client onboarding
- › Automation and integration of client servicing
- › Agile responses to changing client requirements and innovation needs
- › Quick turnaround times



Benefits

- › Ability to onboard new client in minutes
- › Boosted productivity through key automated processes
- › First-time issue resolution
- › Improved customer services through significantly shorter turnaround times



Overview of the solution

BBD's partnership with a retail bank has enabled the client to launch a very efficient digital bank, saving not only time but also operational costs, all while ensuring a superior customer experience.

We utilised our core automation engine and associated Quick Start processes and a team of highly skilled software engineers to rapidly implement contact centre servicing capability, telephonic integration, workflow and case management as well as user role-based security and the orchestration and integration to core back-end banking systems.

This digital enablement provided for the automation of key processes to boost productivity and cost efficiencies, allowing the client's staff to focus on value-adding activities and exception handling.



Approach

In order to respond and adapt to changing client relationships in an agile fashion, BBD's approach was to implement Morph, our business automation, servicing and orchestration framework. Because many of the processes that needed to be automated were quite similar, we also made use of our Quick Start processes as it is often quicker to adapt something than to start from fresh. This combined approach ensured an expedited kick off to the project.

The message-orientated middleware switch integrated with Morph functions as an orchestration engine that communicates with various systems with the client environment. These include the core banking systems as well as modern risk and credit vetting systems.

The implementation of BBD's framework along with its case management and workflow components were custom developed and adapted specifically in line with the bank's specific requirements. This was to enable the effective management of the business processes which require user intervention or interaction.

BBD's framework, capabilities and Quick Start processes enables the client not only to quickly kick off the project, but also provides the agility to optimise and redeploy the processes based on feedback.

Key capabilities and processes in the Quick Start pack include:

- › Frictionless client onboarding
 - Client identity verification
 - Client servicing
 - Account setup maintenance
- › Seamless call centre integration with mobile apps, websites and back office exception management
 - Pre-sales engagement
 - Telephony voice / email integration
 - Call transfer with call context
 - inApp call integration
- › Card maintenance
- › Collections case management
- › Realtime credit servicing

For this demanding project, our approach was to also utilise our distributed development model and connected workforce to quickly scale to the required team.



Impact of BBD's partnership

BBD's enablement programme for this digital retail bank client has led to excellent quality of service, consistent first-time resolution of issues and significant development cost saving. It has also allowed the client to radically scale their ramp-up of client onboarding and administration, from a what would have taken weeks, to a near real-time.



Contact us

For more information on this project and how BBD can transform your organisation, contact us.

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