Speed up and scale internal processes
with automated workflows

CASE STUDY

About Client
India's leading bank

Industry
Banking

Service
Applications

Business **Need**

A leading global bank was struggling with disconnected workflows, inefficiency in data updates, and slow turnaround times (TAT), leading to a poor overall customer experience. It wanted to automate its workflow so that it could reduce the TAT and improve productivity and efficiency – with the goal being to improve their customer experience.

Business **Challenge**

Technological disruptions in banking have led to a paradigm shift in the way the industry works today. The use of new age technology in the field of banking has made it more customer-centric and technologically relevant, paving the way for better and newer opportunities for its customers. By increasing speed and efficiency, technology can enable banks to provide frictionless 24/7 customer experience.

The client, however, was still using traditional and manual processes for updating account information. This inevitably led to:

- Unavailability of structured data
- Unavailability of data on overdue accounts
- Large TATs

Due to this lag, interest was being levied on customers which lead to a poor customer experience. To resolve these challenges, the bank wanted to automate its workflows in a manner that would:

- Enable on-time tracking for the collection process. This would streamline the collection process and increase its efficiency
- Segment overdue accounts based on logical reasoning provided by the customer at the time of contacting them. This would expedite the process and reduce TAT

Business **Solution**

NSEIT's team of experts empowered with the knowledge of capital markets and our technological expertise understood the client's requirements. We re-engineered their monolithic processes and reimagined their operating models by creating a digital-ready application landscape. By leveraging data architecture and automation, we addressed their initiatives towards a core banking transformation.

NSEIT delivered a just-in-time workflow automation solution to enable a seamless workflow automation process that automatically captures, validates, and segments customers and overdue account data in real time. Additionally, the solution flags missing information and notifies the appropriate team (third party member) on overdue accounts.

NSEIT's automation solution helped the bank to connect systems and reduce manual tasks by delivering the following engagements:
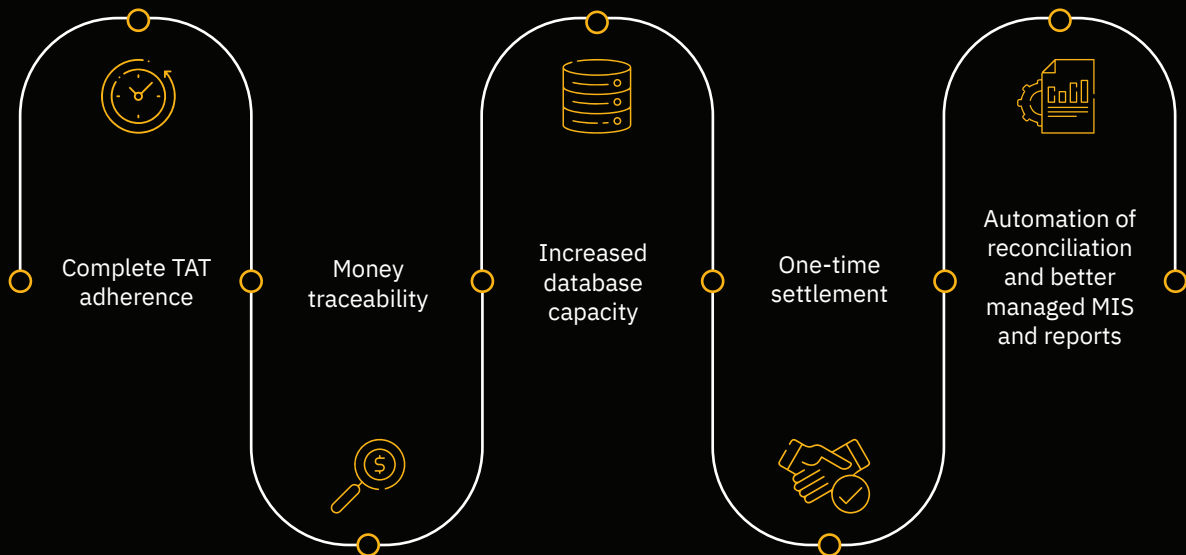
- Web/mobile interface
- Workflow management
- Rule engine for auto allocations
- API integrations
- Dashboards
- Geo tagging

Tech **Stack**

Business **Impact**

The Automation of the client's workflows has simplified their processes, increased efficiencies, reduced cost and increased compliance by establishing audit trails. Most importantly, the automation process also allowed them to capture customer feedback which enhanced the customer experience. Some of the other marked benefits include:

Complete TAT adherence

Money traceability

Increased database capacity

One-time settlement

Automation of reconciliation and better managed MIS and reports

About **NSEIT**

NSEIT Limited is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure &

Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

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