

SUCCESS STORY | BANKING

Leading Bank in Malaysia automates collections, card operations, and fulfillment

For better business processes and customer engagement

About the client

The client is a leading publically listed banking group in Malaysia, offering a host of personal financing products and services ranging from loans, credit cards, online banking, mobile banking, share financing, investment, and insurance, as well as deposits and remittance to individuals and small businesses.

Requirement

The client was looking for an RPA partner to automate 75+ business processes across various business units such as collections, card operation, and fulfillment to reduce the manual errors and efforts and to improve the productivity and efficiency in opening and maintenance of cards (debit & credit), accounts (savings, current & merchant) in retail and commercial banking operations.

Solution

A strategic partner possessing enterprise-level RPA tools and implementation expertise, Servion implemented a Robotic Process Automation (RPA) solution after a

thorough discovery workshop and detailed design during a period of 42 months. It deployed in 21 unattended BOTs, and 4 attended BOTs.

The solution included:

- Host interfaces - AS400, web application, desktop application – IBM Content Manager OnDemand (CMOD), and eKnowledge portal integration
- Implemented key capabilities to process Excel and PDF files, and emails using Outlook, and export output files in newly created template documents.
- Custom Invoker to assign to a particular BOT, based on ticket type.
- Real-time email notification

Business outcomes

Servion's deployment brought about several tangible benefits for the client, including:

- 400% increase in throughput - From 5864 to 23494 records per day

- 69% FTE Reduction - From 67.3 to 21.1 FTEs

- 50% increase in uptime - From 8 to 12 hours

- 34% reduction in processing time - From 20.6 to 13.5 minutes per record

- Cost Savings in terms of \$594 K per annum



The Servion difference

Our sustained focus on CX technologies and over two decades of experience delivering advanced customer service solutions let us tackle the most demanding projects, deliver the value you expect, and maximize the return on your technology investments. Our difference is built on five pillars.

- Deep expertise implementing and managing contact center technologies
- Broad experience across all the categories of the CX stack
- Impeccable delivery track record with an Industry-leading Net Promoter Score (NPS) of over 65
- Vendor-neutral consultative approach
- Ability to combine packaged applications assembly and tailored software development

For more than 25 years, Servion has been trusted by customer-centric brands for architecting, implementing, and managing Contact Centers and Customer Experience (CX) solutions. Servion has helped 600 enterprises across the globe deliver memorable experiences to their customers, partners, and employees.



Crafting CX solutions

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For more information, contact marketing@servion.com