

CASE STUDY:

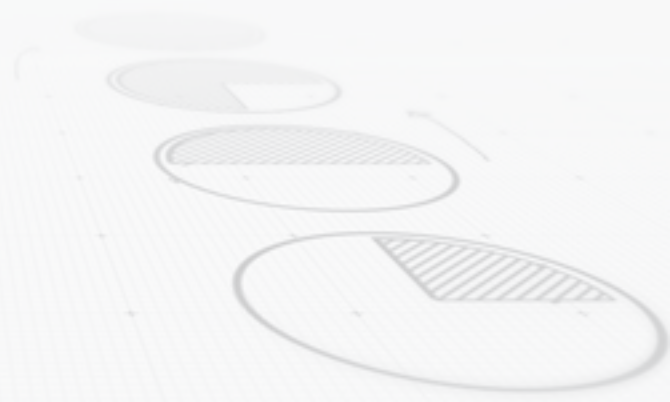
CUSTOMER JOURNEY TRANSFORMATION THROUGH AUTOMATION AT A GLOBAL RETAIL BANK



EXECUTIVE SUMMARY

The client, a global retail bank, was seeking to improve its workforce efficiency by reducing the volume of manual data entry and processing of customer data across numerous systems. This would allow the bank to increase their share in the market without increasing headcount.

With our Robotic Process Automation program the client was able to improve the speed, quality and efficiency of complex back-office operations. Through the application of deep subject matter expertise and state-of-the-art technology, attaining transformative and measurable results.



CLIENT CHALLENGES

They sought to:

- Utilize RPA to perform manual, repetitive tasks in contact centers allowing staff to concentrate on customer interactions
- Enhance the customer journey by improving the speed and accuracy of dealing with customer requests
- Build a virtual workforce to eliminate risk and ensure accuracy in reporting and regulatory requirements

“Customer interaction times have been reduced resulting in an improved customer journey”

SOLUTION

Along with SMEs in the bank we identified and prioritized a short-list of processes suitable for automation based on a clear criteria.

Each process was mapped end to end with input from subject-matter experts. This was followed by listing use cases and applicable business rules supporting each process. The processes were then automated at key stroke level, and validated with process owners.



COST SAVINGS

RPA uncovered process re-wiring potential resulting in further FTE reduction



DATA ACCURACY

Reconciliation & data validation no longer required as all data is checked real-time to ensure accuracy with enforced exception handling



EXECUTE RAPIDLY

75% reduction in processing time



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