


ING TURKEY Cuts Down Customer Onboarding Time



50%↓
Customer wait times reduced



76%↓
Customer onboarding time decreased



50%↓
New employee training time reduced



Advanced security and compliance features

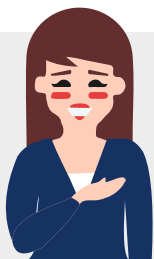


BUSINESS CHALLENGES

- ▶ Streamlining and optimizing branch experience
- ▶ Transforming the customer experience to improve engagement
- ▶ Delivering a quick, effective and intuitive onboarding process
- ▶ Creating the best user experience with a focus on ease of use
- ▶ Reducing new employee training time



RETAIL BANKING
4500+ EMPLOYEES
223 BRANCHES



'We were looking for a resilient and powerful platform that would deliver the **security, compliance** and **user experience** components and features we needed.'

Bahar Savaş, Application Development Core Banking SVP, ING Turkey

FEATURES

Branch Automation

360 Degree View of Customer

Customer Onboarding

e-KYC (Know Your Customer)

VeriBranch



ING Turkey cuts down customer onboarding time from 25 minutes to just 6 minutes

Customer onboarding is becoming an increasingly important part of the customer lifecycle. This is the first interaction point and sets the tone for the entire relationship. Instead of a drawn-out process, in which customers are required to answer the same questions and produce documentation, banks need to deliver a quick, effective and intuitive onboarding process. Simplification will also impact the bottom line as customers tend to drop out of the onboarding process because of the volume of information required.

ING Turkey, a leading global finance corporation, has entered the Turkish market in 2007 through acquisition and emphasizes a banking model based on innovation and digital transformation. However, entering the market through mergers and acquisitions meant that the bank had to deal with decades-old legacy systems. The main issue was a poor user experience that made it impossible to deliver truly compelling user interactions.

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The user experience with our legacy systems was a significant issue. As a bank focused on digital transformation and innovation, we rely on creative people. Thus we needed to attract new talent and we had to offer people new and intuitive software. Meanwhile we spent a considerable amount of time on training people and improve ourselves in terms of employee turnover.

-Bahar Savaş, Application Development Core Banking, SVP



The best user experience for the best customer experience

As it evaluated alternatives, ING Turkey focused on a core set of goals that would help it deliver its vision. First was the user experience with a focus on ease of use and intuitive operation which would empower the bank's employees.

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We wanted a solution that was so simple that an employee could start using it without training.

-Bahar Savaş, Application Development Core Banking, SVP

The application would also need to deliver a seamless experience from headquarters to branches to facilitate information sharing.

The second goal was to deliver a high level of performance and security on the new architecture. The legacy application was built using the client-server approach and the new service-based architecture would drive improved agility and flexibility required to support digital transformation initiatives within the bank.

The main goal, however, was to transform the customer experience. As it moves towards digital operations, the bank was looking to deliver a fully digital customer experience resulting in improved engagement and reduced time to onboard new clients. This made the onboarding process one of the most important focus points of the project.



Reducing wait times by 50% with entirely new processes based on customer experience

ING Turkey selected VeriBranch, an integrated branch automation solution as its framework and the solution created using VeriBranch has had a dramatic effect on the optimization of branch operations. While the bank agents might have had to use up to 10 different screens during some of the transactions, they can now do everything on a single screen. Especially customer onboarding efficiency has been improved dramatically thanks to VeriBranch and the changes made on core banking and UI processes. This e-KYC (Know Your Customer) approach centralizes customer information and empowers ING employees to deliver improved customer service.



Streamlined and optimized branch experience

ING Turkey managed to cut the customer wait time significantly by 50% by improving the processes. For example, the time to onboard a retail or SME customer decreased from 25 minutes to just 6 minutes. Instead of a long process and many documents to be signed, a customer now just has to sign in a single step in the process. That clearly shows that ING Turkey is focused on customer satisfaction and experience. The overall branch

Why VeriBranch?



Improved Operational Efficiency



Reduced Turnaround Time



Enhanced Colleague Experience

has been streamlined and optimized as applications used by employees have been integrated and consolidated for a user-friendly experience.

The application is also integrated with campaign management while providing a 360-degree customer view. With this customer-centric approach, ING Turkey can deliver personalized services and offers while also ensuring improved insight into customers, their interaction history and their behaviour and preferences.



Reducing new employee training time by 50%

“The framework selection process is very important to project success,” said Bahar Savaş, Application Development Core Banking SVP. “We were looking for a resilient and powerful platform that would deliver the security, compliance and user experience components and features we needed. This was exactly what VeriPark delivered.”

The two companies adopted a partnership approach. The implementation team has done a great job driving the adoption. “This is critical for us. We want to have the best people and we are no longer losing talent because of legacy technologies,” explained Savaş. “We have also managed to significantly reduce the length of standard training for new employees from 2 days to just one, improving our productivity and cutting costs. Because the application is so intuitive, we could migrate many of our training courses online.”

VeriPark’s branch automation solution delivered a standardized and integrated framework that streamlined development for 150 developers and

improved their productivity. The team can harness advanced security and compliance features to deliver new products that can be rolled out and integrated quickly and efficiently.

The project delivered a broad range of benefits that will lead ING Turkey on its journey to digital transformation and continued market success. In the future, ING Turkey plans to support additional processes and roll out gamification features that will reward branch employees for successful sales. People will be awarded points and badges as they complete their goals and improve productivity.

ABOUT ING TURKEY

As of 7th of July, 2008 ING Turkey Turkey started to offer its world standard financial services to its retail and corporate customers. As one of the leading international financial institutions worldwide, ING Group, which is of Dutch origin, serves to retail and corporate customers with its more than 53 thousand employees in more than 40 countries.

Country: Turkey

ABOUT VERIPARK

VeriPark is the only Microsoft Global ISV enabling the Financial Services Industry (FSI) to deliver world class customer experiences across digital and assisted channels. VeriPark works side-by-side with Microsoft and together they drive the growth of VeriPark’s digital FSI solutions across the globe.



If you would like to learn more about branch automation, check out this great article or get in touch with us.

SAIB creates the Branch OF THE FUTURE

400%↑

DAILY ACCOUNT OPENING CAPABILITY

0.2%

TELLER ERROR RATE (Previously 30%)



30 minutes
LOAN APPLICATION
(Previously 4 days)

20 minutes
ACCOUNT OPENING
(Previously 2 days)

2 minutes
CUSTOMER VERIFICATION

BUSINESS CHALLENGES

- ▶ Automating the business processes
- ▶ Decreasing the duration of the operations
- ▶ Reducing the human touch-points
- ▶ Increasing migration to digital self-services



RETAIL BANKING
380.000+ CUSTOMERS



'Our long-term goal was to have our customers use digital self-service channels, such as **mobile, internet banking** and **kiosks**.'

Ramzi Al-Nassar, General Manager Personal Banking, SAIB

SOLUTION

Branch Automation

360 Degree View of Customer

Complaint Management

Contact Center Banking

Personal Finance and Cards

Retail Loan Origination

VeriBranch

VeriLoan

VeriTouch

Dynamics365



SAIB improves origination by creating the Branch of the Future

The financial services industry has been going through a massive digital disruption. The transformation of the bank branch operations lies at the heart of financial institutions' digital transformation as many customers still appreciate face-to-face contact for their banking transactions and branches are an essential part of their banking routine.

The Saudi Investment Bank, SAIB, offers traditional wholesale, retail and commercial banking products with a vision to offer the simplest and most accessible products and services to each of its customers. The Bank's mission is to make banking simple and accessible for each of its customers. As manual processing is costly, the Bank wanted to improve its productivity and launched a strategic project to automate the business processes to drive long-term migration to digital self-services by creating 'the branch of the future'.



Single integrated branch automation platform as an end-to-end solution

SAIB wanted to achieve rapid, large-scale process automation in line with its mission to make banking simple and accessible for each of its customers. The Bank engaged with VeriPark for this critical digital transformation project and implement its VeriBranch Branch Automation Solution which provides a single integrated branch automation platform as an end-to-end solution and simplifies operations in one central simple interface.

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We focused on the most common transactions in the customer service area and automated the processes covering account opening, loans and others. We worked on the critical touchpoints that had a significant impact on our business and our long-term goal was to have our customers use digital self-service channels, such as mobile, internet banking and kiosks.

-Ramzi Al-Nassar, General Manager Personal Banking, SAIB



Loan application in 30 minutes, account opening in 20 minutes

The Bank selected the loan and account opening processes as their initial focus domains. What made these areas an excellent target for automation and improvement was the duration of the operations. The loan process used to take about 3 to 4 days for loans. Following the Customer Relationship Management (CRM)

implementation and the addition of peripherals to facilitate the entry of data and signature verification, the loan process is now being completed within just 30 minutes.

The customers visiting the branch for teller transactions had to wait in the line and manually sign multiple documents for legal purposes. Now the customer arrives at the counter and receives a one-time password by SMS for the transactions performed by teller. The verification process takes less than 2 minutes and the signature is required only for legal purposes.

The account opening process too has been substantially streamlined. The customer no longer needs to wait at least 2 days; as the account is opened during the setting-up process right then and there; in addition they receive a made debit card immediately at the branch. By focusing on their Omni-channel strategy, customers can also open a new account online, a process which is automated and only takes 20 minutes to perform. The dramatic improvement on the speed of loan and account opening operations allowed staff to be deployed for activities that are more important to the serving of the customers.



Teller error rate of 0.2%

The branch automation process also resulted in great benefits for employees.

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The employees at our branches at the end of banking hours processed transactions by scanning and attaching documents.

-Ramzi Al-Nassar, General Manager Personal Banking, SAIB

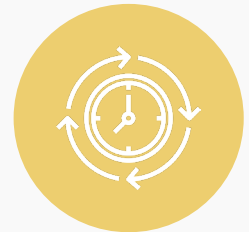
The Bank also used to operate a Central Verification Unit that had to check all documents to validate the accuracy of data. This process is now no longer required.

VeriBranch, which embeds the Microsoft Dynamics 365 system, provides the tellers with a single application, resulting in a simple and easy-to-follow workflow. The system requires employees to obtain approvals, seek signatures and to fill out the required fields. Automated controls and validations ensure that employees' input of information is correct.

Why VeriBranch?



Improved Operational Efficiency



Reduced Turnaround Time



Enhanced Employee Experience

The automation resulted in an improvement and massive reduction of the human touch-points and judgement for daily activities across the banking value chain, mitigating error rates from 30% to 0.2%. This improvement in error rates continues to decrease as a result of improved workflows and controls as part of their digital transformation.

The VeriBranch CRM functionalities at SAIB also utilize Artificial Intelligence (AI) to make the branch the core of the true Omni-channel experience. All past transactions are automatically pushed to all channels, so the teller and customer service officer has a 360-degree view of the customer's transactions. This approach helps the Bank to provide enhanced customer service as the Bank representative has access to the customer's full history and can provide this information to senior managers tracking the customer's service request.



Daily account opening capability increased by 400%

The Branch Automation Platform has many benefits: A reduction in the printing of paper now has a positive influence on the Bank's impact on the environment. Operational expenses were reduced Customer service was enhanced Thanks to VeriBranch, the Bank branch now serves customers in a more efficient and timely manner. The CRM platform processes over 500 new accounts per day. The new decentralized signature capturing allows SAIB to capture customer signatures during the account opening stage and enables the customer to make transactions with the account immediately.

What is more, the financial volume of loans reached

up to five times (up to 26.6 M USD compared to the original peak of 5.3 M USD before the implementation).



Future plans: being ahead of the digital age

SAIB has completed the first two phases of their digital transformation by providing the new channels and adapting the technological infrastructure. The Bank now aims to continue adopting further customer enhancing technologies to maintain its strategic position in the digital environment to meet its commitment to its customers.

ABOUT SAIB

The Saudi Investment Bank is a Saudi joint-stock company which has been established on June 1976. SAIB offers traditional wholesale, retail and commercial banking products. In particular, we arrange financing of quasi-government and private industrial sectors and trade finance products for facilitating imports and increasing Saudi exports.

Country: KSA

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If you would like to learn more about branch automation, check out this success story or get in touch with us.