

CASE STUDY

SINGLE-WINDOW SYSTEM FOR A EUROPEAN BANK TO IMPROVE CUSTOMER SERVICE AND LOWER EXPENSES

Customer Background

The client is a Ukrainian universal commercial bank headquartered in Kyiv. It offers a full range of banking services to corporate and retail customers. They are a part of the Consortium, which is one of the largest privately owned investment groups, with interests in commercial and investment banking, asset management, insurance, and retail trade.

The bank provides a wide range of retail banking products and services, including deposit and current accounts, loans, credit and debit card services, cash and settlement services, money transfer services, and services to individual clients. According to the official National Bank of Ukraine, as of January 1, 2014 the Client was one of the top 20 largest banks in Ukraine in terms of total assets, the eighth-largest in terms of loans to individuals, and the tenth-largest in terms of customer accounts.

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Business Challenge

Responding to market trends, the client began to increase their business in retail banking products and services. In the course of expanding their branch network, the bank faced challenges in front office automation. At that time they were using three to eight different information systems and databases to sell bank products. This resulted in service taking too long for clients, as well as security issues and excessive costs for onboarding and training of employees. The client needed a new solution to avoid the complicated process of selling a bank product or service.

In addition, they had been growing hand-in-hand with the market, constantly improving their business process to meet all challenges and demands. Their solution had to be flexible and ready for changes with minimal modifications, perhaps even using a zero-code approach.

Project Description

SoftServe offered the client an “analysis phase” for gathering all business and technical requirements to build a solution vision. As a result, the final version of the solution was selected and agreed upon. The SoftServe team also developed a proof of concept to demonstrate its feasibility.

SoftServe proposed a system that would lead a user through the sales process, letting them fill in all necessary data, take a photo, and print and sign documents. Given the need to easily modify of the system, SoftServe developed a process engine for process management, binding various steps and defining the rules for transition between them.

SoftServe also implemented a main front-office solution with functions such as viewing and managing existing client products and services, as well as working with open and archived client orders. In addition, sales processes for all required banking products and services were realized. Communication and interaction with other systems within the bank was based on the principles of service-oriented architecture (SOA), with enterprise service bus as an additional layer. These provide the required level of isolation while also providing service functions like transport, monitoring, data transformation, etc.

Value Delivered

The solution implemented by SoftServe:

- Decreases and maximizes client service time.
- Reduces costs for the education of new employees by being more userfriendly and simple.
- Reduced the load of the support team, as it's web-based, working in a web-browser without supplementary installation software.
- Provides better security by eliminating the saving of sensitive client data on user's desktop.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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