



Newgen's **Banking Service** **Request Management Solution**



Achieve **50% Faster** Turnaround Time Handle Subsequent Requests **90% Faster**

Financial institutions worldwide deal with thousands of people daily and receive endless service requests. It is imperative for them to provide a seamless experience to both their customers and employees. The service departments use several tools to handle service requests for different lines of business, such as retail banking, commercial banking, wealth management, and internal stakeholders. Unable to support a quick turnaround, legacy systems can impede service-level agreement (SLA) management. Hence, catering to the external and internal stakeholders efficiently becomes challenging and critical for the smooth functioning of financial institutions.

Key Challenges Faced by Financial Institutions

The traditional processes and platforms can make it challenging for financial institutions to handle service requests and keep the pipeline moving as smoothly as desired. The pressing service request management (SRM) challenges can lead to:



Difficulty in managing and prioritizing customer requests



Complexity in handling requests from multiple touchpoints



Manual, paper-based and error-prone processes



Communication gap between the customer and the agent



Inability to collaborate due to departmental software disparities



Issues with tracking and monitoring requests from different stakeholders



Difficulty in resolving service requests as per the defined SLAs



Troubles complying with regulatory requirements



Lack of robust data security protocols and high risk of unauthorized access to sensitive information



Low first-call resolution (FCR) rates and lack of self-service capability

Streamlining Service Requests with Newgen's Solution

Newgen's SRM Solution will transform how financial institutions manage and close service requests. The solution is built on a low-code, cloud-enabled platform that provides agility and scalability for handling multiple requests. Leverage the same SRM framework to launch new customer and employee-centric service requests through the HR, finance, and operations helpdesk. It can also ease the process of raising external origination requests for lending, cards, wealth management, and merchant servicing. The low-code-based solution facilitates change management by business users with the modify and copy feature, reducing dependency on the technical team and increasing the speed of transformation.



Newgen's SRM Solution Highlights

Our state-of-the-art solution enables financial institutions to simplify creating, managing, tracking, and resolving end-to-end service requests from customers or internal stakeholders across multiple channels. Having a low-code advantage, the solution integrates easily with any existing system and can be adopted by a wide range of users.

Easy Service Request Configuration



Single Screen Module

Launch new requests and manage existing requests through an intuitive, single-screen admin module with an interactive user interface.

Service Request Configurator

Built on a low-code framework, allow business users to configure a service request instantly without coding. It supports quick workflow definition, form fields, business validations, documents, rules, user rights management, faster turnaround time (TAT), and escalation

Change Management Handling

Copy and modify existing pre-configured requests

User Experience Management



Request Initiation

Empower internal and external stakeholders, including knowledge workers, to initiate service requests through multiple channels like web portals, mobile apps, contact centers, branch walk-ins, emails, and chatbots for a seamless experience

Notification Management

Enable real-time notification of service requests through various modes like email, text messages, etc.

Knowledge Repository

Utilize a centralized repository for easy access to relevant documents like manuals, PDFs, and frequently asked questions

Templates for Automated Requests



SR Templates

Get access to 500+ ready-to-use templates for a quick start to cater to service requests from finance, account and merchant servicing, lending, cards, and more

Faster STP-led Resolution

Enable straight-through processing support by business rules engine to requests that do not require any human intervention, like address update or statement generation, and ensure closure in a short span

Seamless Integration

Integrate with third-party applications and integration adaptors for CBS, CRM, LMS, collections, etc., that are readily available

Dashboard and Reporting



Prescriptive Analytics

Gain better insight into the key processes and functionalities

Inbuilt Report Wizard

Create custom reports without coding using our proprietary reporting engine

Personalized Dashboards

Configure dynamic dashboards for users across different geographies, business units, departments, etc., and get detailed insights into SLA, TAT, request status, productivity, etc.

Request Processing Journey



Pre-defined Hierarchy

Define approval hierarchy for different types of service requests

Persona Definition

Streamline request initiation and processing with designated roles, including initiator, worker, approver, and admin persona

Routing and Feedback

Automatically assign and route requests to the initiator/approver in the backend and allow for feedback

User Management

Get user rights for an individual or a user group in a department with a single click for initiating/processing requests



TAT and Escalation



SR Tracking

Track service requests with real-time status updates. Monitor and maintain compliance with SLAs and track TAT

TAT Tracking

Allow tracking access to admin/initiators via personalized workspace. Get data-driven insights and a 360-degree view of their work allocation for quicker processing to maintain TAT efficiently

Automated Escalation

Enable escalation email trigger if the pre-decided TAT for any department is breached. Keep SLA and TAT compliance with real-time notifications in check. Ensure automatic closure of inactive service requests after a predefined time

Built-in GenAI



Automated Workflow

Generate all the components required for an enterprise-level request, like the workflow, users, data models, and much more, with generative artificial intelligence (GenAI)

Case Summarization

Summarize cases and consolidate conversations with smart information extraction and analysis. Enable users to resolve the cases promptly

Suggestive Solution

Create insightful solutions with the help of historical data related to handling requests



Benefits of Newgen's SRM Solution

Newgen's SRM solution increases efficiency and enhances customer and employee satisfaction. Configure new service requests quickly with minimal effort using our Gartner and Forester-recognized low-code platform.



Better Request Prioritization: Manage and prioritize requests easily as the information is available in a centralized, easy-to-use module. Speed up subsequent request handling time by 90%



Meet SLA Targets: Get a 360-degree customer view for faster response. Improve turnaround time by 50% and adhere to SLA timelines



Enhanced Customer Journey: Maintain transparency throughout the customer journey by providing real-time updates and omnichannel experience across mobile, chatbot, portal, call center, branch, etc.



Data Security: Ensure the efficient handling and retrieval of all types of data files. Take care of document security and compliance requirements



Customer Delight: Gain enhanced responsiveness and faster query resolutions, leading to higher CSAT scores



Empowered employees: Empower employees to be more accountable by adopting a smarter system and automating mundane tasks

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, communication management, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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