



A Fortune 500
Global Banking
Leader **Upgrades**
its Customer
Service Request
Management
with Newgen



*Transforms service delivery across
600+ request types, spanning 30+
lines of business*



Overview

Our customer is a global leader in financial services, operating across multiple geographies and serving 40 million customers worldwide. The organization offers a wide gamut of services, including personal, commercial, global, and private banking. Despite its strong market presence, the bank faced challenges in efficiently managing the large volume of service requests and customer complaints. To address these challenges and transform its operations, the bank selected Newgen as its digital, dynamic, and dependable technology partner.



Challenges Faced by the Bank

The financial institution faced several challenges due to limitations in its existing tech infrastructure. The key concerns included difficulties in storage, management, and effective utilization of diverse requests and complaints. Additionally, the bank's conventional approach led to other barriers, including:

- **Core system limitations**
 - No automated workflows
 - No real-time request tracking or turnaround time (TAT) function
- **Manual request processing**
 - Incomplete information or delayed processing
 - Requests being assigned and sent to inaccurate back-office departments
- **Multi-channel integration**
 - Inconsistent experience across contact centers, in-branch services, social media, and digital mediums
 - Lack of consistent service across all customer touchpoints
- **System complexities**
 - Multiple systems (ERP, CRM) with no unified work-desk interface
 - High IT dependency for addition/changes in service processes
- **Transparency & agility**
 - Non-transparent workflows and manual hand-offs
 - Limited real-time visibility into request status



Regular Industry Approach

Many financial institutions have tried to 'slay the beast' of service inefficiencies with point solutions. While these disparate solutions automate specific tasks, such as processing simple inquiries and resolving transaction disputes, they result in disjointed systems with scalability and integration issues.

The consequences are:



To overcome these roadblocks, a future-proof, unified system that combines robust automation capabilities across all service areas is essential. Such platforms allow banks to integrate and modernize end-to-end workflows—from customer inquiries to compliance processes, enabling faster response time and a digital-first customer journey.

Transformative Steps Taken by Newgen

Newgen implemented a unified, platform-based approach with its Financial Service Request Management Solution (SRM) solution for tracking both complaints and requests. Built on an AI-enabled low-code platform, the solution combined the capabilities of business process management (BPM) and enterprise content management (ECM). This enabled the institution to streamline, track, and resolve service requests/complaints seamlessly from customers and internal stakeholders.



Solution Highlights

The solution delivered agility, scalability, and seamless integration with the bank's existing system. Key features included:

- **Dynamic Customer Service Desktop:** A personalized single-screen admin module was implemented, providing a holistic view of each customer
- **Dedicated Portal:** RMS requests were exclusively raised by in-house users via a dedicated RMS portal hosted internally
- **Intelligent Routing and Prioritization:** Routing was streamlined with a business rule management system, ensuring accurate and efficient handling of requests
- **Real-time Analytics and Transparency:** Users could monitor request statuses and performance in real-time, delivering faster resolutions and ensuring proactive management
- **Multi-level Escalations:** The system triggered burst notifications for pre-TAT and post-TAT escalations
- **Compliance and Reporting:** Compliance with service-level agreements was maintained, while improving TAT management through MIS reports and alerts

Qualitative Improvements



Complete process visibility & transparency

Reduced turnaround time

Enhanced customer experience and satisfaction



Seamless multichannel interaction

Improved decision-making

Maximized operational efficiency

Better compliance adherence

Quantitative Business Impact

Streamlined Processing Volume

30,000 cases/month

Scalable Support

3,000 call center agents and back-office users

Coverage Offered

600+ request types across **30+** LOBs (deposits, lending, wealth management, etc.)

Empowered Engagement

1,751 active users, covering **26** request types in **203** categories and **233** subcategories



Conclusion

Newgen's integrated solution transformed the bank's approach to customer service, addressing inefficiencies and enhancing operational performance. By streamlining workflows and integrating multiple channels, the deployed solution significantly improved customer satisfaction and simplified service delivery. The deployment optimized the bank's day-to-day operations and provided a scalable foundation for future growth.

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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