

# Automation of Service Request Process using Newgen's CSM Solution

## Overview

The bank was founded over 40 years ago, and is one of the oldest banks in the United Arab Emirates. They offer a wide range of personal and business banking services, and the portfolio of electronic banking solutions includes Telephone and Digital Banking.

## Challenges Faced by the Organization

The client catered to 200 different service requests from customers on a daily basis, leading to situations where some requests remained unresolved for up to two months.

A paper-based processing environment made it difficult for the client to track the service requests. Branches and call centers dealt with a high volume of status inquiry calls, and the absence of a centralized automated system for status tracking added to the woes.

Follow up and closure of these requests was a time-taking process due to the involvement of several departments, eventually leading to customer dissatisfaction.

### Challenges Snapshot

- Difficulty in request tracking due to manual allocation of work
- Reduced efficiency due to manual processes
- High turnaround time for processing of customer requests
- Lack of consistency in customer satisfaction rate across branches
- Lack of uniformity in the operating procedure due to involvement of multiple systems
- High expenditure incurred for user training on multiple systems

# Delivering Unified Customer Service Management (CSM)

The client leveraged Newgen's CSM solution to streamline the processes related to management of service requests. The CSM solution is built on Newgen's business process management (BPM) and enterprise content management (ECM) platforms.

Newgen's Enterprise Scanning Solution, OmniScan, which is part of Newgen's ECM suite, helped digitize paper-based requests. The solution enabled auto-categorization of scanned images and ensured ease of reference through a single view display. Users were able to take informed decisions, with the help of auto-identification and alerts in case of request duplication.

The pre-defined parameters and a routing path ensured reduction in turnaround time, through auto routing of requests to the concerned department. Further, receiving approvals from authorized user groups became easier.

The implementation helped the client track actions and deferrals throughout the application processing cycle, thereby ensuring faster closure.

## Benefits of the Implementation



**600K** service requests processed annually



Up to **80%** reduction in errors



Turnaround time reduced from **2 days to 1 day**



Number of process handovers reduced from **nine to six**

### Benefits Achieved

- Improved status tracking of service requests
- Easier availability of and access to audit trails for future reference
- Efficient exception handling, due to improved tracking
- Reduction in the number of rejections on requests
- Decreased paper usage

## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management 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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