



Implementation of Newgen's Customer Communication Management Solution

For a Leading Private Bank in India

Key Benefits

- *Allows creation of word documents and present statements in a simple manner that can be easily understood by the customers*
- *Allows the bank to track customer spending habits, analyze them, and then create offers and deals to suit the customer*
- *Enables the bank to send out personalized greetings on customers' birthdays, anniversaries and other occasions*
- *Customer communication is more customized and platform agnostic*

Overview

The bank is among the first of the new-generation private-sector banks granted licenses in the mid-nineties to drive the process of reform in the banking sector. During this tenure, the bank has progressed in the areas of technology-supported processes, cost-efficient, and customer-friendly banking systems. The success path has not only been in the Corporate and Wholesale Banking but also in the Retail Banking.

Apart from the Corporate, Wholesale and Retail banking, the other broad lines of business include Treasury and Foreign Exchange, Investment Banking, Capital Markets, Non-Resident Indian (NRI)/High Net worth Individual (HNI) Banking, and Information Technology (through a subsidiary). The bank provides multi-channel facilities including ATMs, Net Banking, Mobile Banking, Phone Banking, Multi-city Banking and International Debit Cards.

The Challenge

The bank wanted to intensify its customer relationship management process and needed an output management system to make delivery of statements and customer correspondence easier and more effective. In effect to this, the bank needed an end-to-end solution from a single vendor which would remove the extra hassle of coordinating with external implementation partners. In addition to this, the bank faced the following challenges:

- Consolidation of Information from Multiple Source into Single Customer Statements
- Enforcing Branding Guidelines
- Multiple Cycle of Customer Statements
- Archival of historical Customer Statement
- Tracking of Returned Mail
- Enhancing Customer Experience

The Newgen Solution

The bank chose the Newgen's Customer Communication Management System (OMS) to make their customer communication more customized and platform agnostic. Newgen faced competition from a slew of international vendors but was selected on the basis of its customized offering and efficient implementation track record. Newgen Customer Communication Management System (OMS) is a one-stop solution for managing enterprise output in a seamless, cost-effective manner. The solution impacts a business' top-line and bottom-line and allows for quick and effective communication with customers. The focus is on enhancing customer loyalty, protecting revenue and ensuring long term customer relationships and driving cross-selling and up-selling initiatives..

The solution consisted of the following:

- Deployment of CCM solution to send statement through Email
- Single statement for multiple products (Consolidation)
- Enforcing Branding guidelines by using base lined Template and Style Gallery
- Statement archival in OMS Repository.
- Integration with Internet Banking and CRM
- Bounced mail tracking
- E-Statement Subscription notification

The Benefits

The following are the benefits of using the Newgen solution:

- Allows creation of word documents and present statements in a simple manner that can be easily understood by the customers
- Allows the bank to track customer spending habits, analyze them, and then create offers and deals to suit the customer
- Enables the bank to send out personalized greetings on customers' birthdays, anniversaries and other occasions
- Customer communication is more customized and platform agnostic

The output management system is just one of many IT initiatives that IndusInd bank has carried out in the last couple of years, for example, it also uses Newgen's workflow management solutions - OmniDocs™ and OmniFlow™. The deployment of this solution was initiated in 2008 and was completed the following year. Currently, the bank is using workflow management for seven processes, including FD account opening, procurement, etc. across their 220 branches.

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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