



Leading Global Commercial Bank Elevates Customer Engagement with Newgen

Automates 300+ communication templates across 10+ core business processes

About the Customer

The customer is a renowned multinational bank with a legacy spanning over 60 years. It provides a wide range of banking services and operates across the Middle East, Europe, and South Asia. Looking to revamp its customer communication process and increase engagement, the bank embarked on a transformative journey with Newgen.

Challenges Faced by the Customer

Fragmented Communication Systems:

The absence of an automated, centralized platform for customer communication led to inconsistencies

High Turnaround Time:

Manual processes for designing communication templates caused significant delays in generating and delivering customer notifications and documents

Limited Market:

The lack of multilingual capabilities made it difficult to meet customers' diverse language preferences across regions and channels

High Operational Cost:

Disparate applications and legacy systems, along with reliance on print vendors, drove up the operational cost

Poor Engagement Rate:

The existing system restricted the bank's ability to personalize statements and notifications, reducing customer engagement





Regular Industry Approach

The financial industry typically uses standalone Customer Communication Management (CCM) tools to streamline and enhance engagement. These platforms offer basic document generation and delivery functionalities but often lack scalability and integration capabilities. A comprehensive and configurable CCM platform is needed to integrate with core systems, enable real-time personalization, support multi-channel communication, and provide valuable insights into communication strategies.

How Newgen Helped

*Newgen analyzed the problem area and implemented its **Omnichannel Customer Engagement platform** to reshape the bank's CCM system. The transformation involved several key steps to deliver personalized customer experience, secure communication, and assured compliance.*

Core Features of Newgen's CCM Solution

End-to-end Automation:

OmniOMS, Newgen's low-code platform for transforming customer communication, automated the entire communication generation and delivery process, integrating seamlessly with the bank's core system (Temenos) and document management system (IBM FileNet) for document archival



Centralized System:

The unified system reduced operational complexity and eliminated the need for multiple applications. It allowed employees to generate critical documents like account statements, clearance letters, and advice notes directly from the system using shared data about each customer



Real-time Multilingual Support:

The platform enabled multilingual document generation, catering to diverse customer preferences across email and print channels. Bulk communication schedules allowed efficient management of large-scale document generation



Template Management:

The low-code-based solution empowered business users to create and manage over 300 communication templates, including account statements, debit advice, and SWIFT advice, without any dependency on technical teams



Monitoring and Reporting:

The implementation included a robust tracking and reporting framework, which provided real-time visibility into communication processes and enabled the bank to monitor all changes made by various users



Business Benefits Achieved

50% Faster Turnaround:

Automated processes and configurable document designs halved the time required for communication generation and delivery

Improved Operational Efficiency:

Over 300 ready-to-use templates reduced manual effort and improved communication consistency

Enhanced Customer Engagement:

Real-time, personalized, and multilingual communication strengthened customer satisfaction and retention

Streamlined Compliance:

Centralized records and robust audit trails simplified regulatory compliance and reduced audit expense

Cost Savings:

Digital-first processes reduced paper usage, printing cost, and dependency on third-party vendors, leading to substantial savings and sustainable practices



Conclusion

The partnership with Newgen and adoption of the OmniOMS platform marked a significant milestone in the bank's digital transformation journey. By modernizing its customer communications infrastructure, the bank achieved unparalleled efficiency, enhanced customer engagement, and a larger customer base. The platform helped the bank deliver a digital-first experience.



About Newgen

Newgen is a leading provider of an AI-enabled 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 and service requests to lending and underwriting, and various other use cases across industries, Newgen unlocks simple with speed and agility.

For Sales Query

AMERICAS: +1 (202) 800 77 83
CANADA: +1 (202) 800 77 83
AUSTRALIA: +61 290 537174
INDIA: +91 11 407 73769

APAC: +65 3157 6189
MEA: +973 1 619 8002, +971 445 41365
EUROPE: +44 (0) 2036 514805



info@newgensoft.com
www.newgensoft.com