

Use Case for Financial Services: Call Center Excellence

Deploy innovative digital technology to launch new business lines at light speed and deliver premium service

CUSTOMER PROFILE

- Global investment banking, management and securities firm
- 35,000+ employees worldwide
- 30,000+ Institutional clients
- \$30+ billion annual revenue

CHALLENGES

The firm was seeking new sources of revenue since its traditional businesses faced headwinds. The leaders wanted to drive market share in the B2C retail segment by deploying digital technology to preempt Fintech players.

- Stagnant revenue from existing divisions
- No market share in retail consumer business
- Emerging threats from well-funded and agile Fintech startups

SOLUTION GOALS

The leadership team desired to develop/launch their own Fintech play, differentiated by delivering flawless customer experience, initially starting with Online Consumer Lending as an offering. The solution would leverage the firm's brand equity and favorable balance sheet plus in-house risk management and capital raising capabilities.

- Launch digital channel for online consumer lending
- Drive share in the retail consumer lending segment
- Manage premium brand image by delivering consistent high-quality service

RESULTS

Appian, The Digital Transformation Platform™ is enabling the firm to drive revenue in the digital channel. Deploying Appian resulted in six critical apps serving the call center going live in six months: Refunds Process, Adjustments Process, Redress Process, User Maintenance Process, Inbound Payments Process and Customer-Manager Process.

- **Appian Case Management** is used by the customer service teams across the entire customer journey. A new case is created when Customer Service Rep (CSR) starts interaction with prospect or customer and handles the process end to end – starting from on-boarding, servicing, handling account disputes, collections and finally complaints. Frequent real time updates help ensure flawless experience to the end-customer during the live CSR interaction.
- The agile, yet flexible **Appian Low-Code platform** helps optimize the customer experience by integrating all systems, from CSR interfacing front-end to backend system of records.
- **Appian Records** support the entire customer experience, by integrating all internal systems data and thus providing a holistic customer view across channels, including telephone interaction.

BUSINESS IMPACT

- 16,000+ accounts processed, with 50% cases processed in less than 30 seconds, down from > 10 minutes
- 85%+ reduction in processing time, with manager escalations reduced by 80%
- Significant reduction in operating costs and in manual controls
- Faster training to CSR due to intuitive GUI and simpler training systems



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FOCUS

Focus your efforts to meet all compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process
- Create comprehensive views across events, departments, products and regions
- Conduct ongoing screening with reasonable review and escalation of exception cases

TAKE CONTROL

Take control of performance with the Appian application platform, a powerful yet easy to use for managing complex business processes.

Quickly build and deploy enterprise apps for:

- Customer Acquisition
- Compliance
- Customer On-Boarding
- Product Management
- Business Operations
- IT and FinTech partners

PREPARE FOR THE FUTURE

- Pressure is mounting to deliver innovation in the financial services sector. Streamline operations and reporting both up and across institutions since the board and senior management will be increasingly consumed with capital and liquidity concerns. Alleviate the pressure with Appian.
- Unify relevant information and systems to get work done with Appian. Achieve significant efficiency in work execution while leveraging your legacy IT investments.

COMPANIES FROM ACROSS THE FINANCIAL SERVICES SECTOR TRUST APPIAN:



Appian

Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com