

Use Case for Financial Services & Insurance: Payments Processing

Improving the client experience through modern payment processing

CUSTOMER PROFILE

- Top 10 global financial services and insurance company
- Operations in more than 20 countries
- 25,000 employees
- Servicing 29 million customers

CHALLENGE

The company, one of the world's leading providers of life insurance, pensions and asset management, aspires to be a trusted partner for their clients by helping them achieve a lifetime of financial security. To do this, they need to leverage digital technologies that streamline internal operations and enhance the customer experience. Within the company's lending business, the manual processing of payments was not aligned with this vision. It was inefficient, needlessly complex, and ultimately, frustrating for customers.

New digital services for real-time payment authorization are setting new expectations for customer service, and the company wanted to easily integrate with such services. For example, iDEAL is becoming a preferred method of payment in the Netherlands, as it is increasingly used to pay energy bills, make donations to charities, buy mobile credits, pay local taxes, traffic fines, and more. They needed a solution that allowed them to easily integrate with iDEAL and manage the post iDEAL payment through to completion; including authentication, validation and reconciliation of the trade once confirmed.

GOALS

The lending business line needed a new application that could deliver a superior customer experience. The solution had to be flexible enough to be re-used across the other business lines, and handle big changes — like the payments operator using a new service provider. They needed it quickly, more quickly than central IT could deliver using traditional development methods. In order to maintain their market leadership position, they had to provide their customers with the convenience of a hassle-free way to pay their premium directly from their bank account, while ensuring a highly secure transaction.

RESULTS

In just four months, the company launched a new business line-wide application for 100-percent digital payment processing from initiating the iDEAL transaction, receiving the iDEAL payment notifications, authenticating and validating them and then reconciling with a payment request coming from other internal applications. The Appian solution provides:

- iDEAL integration
- Total visibility of payment process — to users and customers
- Reduction in manual processes and human error
- Auditability of the data, processes, decisions and outcomes for clear vision into operational bottlenecks to identify future areas of improvement
- Consistent high level of customer self service across multiple channels and products
- Operational efficiencies for business growth without increasing headcount
- Ability to monitor progress and allows status requests from user



FOCUS

Don't just meet customer expectations — exceed them with a Payments Processing application that:

- Improves customer satisfaction with frictionless and compelling payments offerings
- Orchestrates interactions across internal and external stakeholder groups
- Enhances your employee experience by streamlining and digitizing operations, reducing email and paper processes

TAKE CONTROL

Quickly build, deploy, and scale banking business operations initiatives with enterprise solutions, including:

- Omni-Channel Case Management
- ATM Management
- Branch Operations Management
- Merchant Transactions Management
- Treasury and Global Transaction
- Banking Operations Management

PREPARE FOR THE FUTURE

Pressure is mounting to deliver innovation in financial services.

It takes speed and power to deliver transformational solutions. Appian's enterprise low-code application platform provides both, while leveraging your legacy IT investments.

With Appian, financial institutions can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes, end-to-end, without limitations.

LEADERS IN FINANCIAL SERVICES TRUST APPIAN:



Realize the benefits of Appian to transform your payments processing.
Learn more at: [appian.com/fin serv](https://www.appian.com/fin serv)

Appian

Appian provides a software development platform that combines intelligent automation and enterprise low-code development to rapidly deliver powerful business applications. Many of the world's largest financial services institutions use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk and compliance.

For more information, visit www.appian.com