

Use Case for Financial Services: Call Center Excellence

Using innovative technology to launch new business lines and deliver premium service

CUSTOMER PROFILE

- Global investment banking, management and securities firm
- 35,000+ employees worldwide
- 30,000+ institutional clients
- \$37+ billion annual revenue

CHALLENGES

The firm was seeking new sources of revenue because its traditional business was facing significant 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 and launch their own Fintech play, differentiated by delivering flawless customer and employee experience, initially starting with Online Consumer Lending as an offering. The solution would leverage the firm's brand's 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 a Customer Service Rep (CSR) starts an interaction with a prospect or customer and handles the process end to end—from on-boarding, servicing, handling account disputes, collections and complaints. Frequent real time updates help ensure flawless experience to the end-customer during the live CSR interaction.
- **The Appian Low-Code Platform** is agile, yet flexible and helps optimize the customer and employee experience by integrating all systems, from the CSR interfacing front-end to the backend system of record.
- **Appian Records** support the entire customer experience, by integrating all internal systems data and providing a holistic customer view across an ever-broadening scope of communication channels.

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 manual controls and operating costs
Faster training to CSR due to intuitive GUI and ease of training systems



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FOCUS

Don't just meet, exceed your customer expectations with an automated contact center application that allows you to:

- Deliver a consistent and exceptional experience, across all channels
- Empower agents to deliver contextual, personalized resolutions
- Decrease loan processing time through an efficient tool that is easy to use

TAKE CONTROL

Quickly build, deploy, and scale customer service initiatives with enterprise solutions, including:

- Customer On-Boarding Coordination
- Customer Transaction Lifecycle Management
- Dispute, Complaint and Chargeback Management

PREPARE FOR THE FUTURE

Pressure is mounting to deliver innovation in financial services.

It takes speed and power to deliver transformational solutions. The Appian 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.

LEADING ORGANIZATIONS TRUST APPIAN:



Realize the benefits of Appian to transform your operations and build an intelligent customer engagement center. Learn more at: appian.com/finserv

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