

A leading financial services provider in Asia achieves 30-minutes instant credit card issuance using Bizagi

Organization

The customer is a leading financial services provider in Asia. The group consists of more than 30 businesses and offers comprehensive financial services with origins in the retail industry. Its business portfolio includes credit businesses, banking businesses, overseas businesses and fee businesses.

Challenges

The customer needed enhanced capabilities in operations to reduce reliance on an aging technology infrastructure across the front and back offices that lacks features and flexibility to deliver credit card and loan products swiftly.

- ✔ Discrete systems to capture information and manual activities to verify, approve and track document fulfilment process
- ✔ No mechanism to track bottlenecks causing delays in completion of the process
- ✔ Inability to apply from multiple channels including manual data entry and batch uploads
- ✔ Mobile devices were not supported for application filling forms
- ✔ Requirement of issuing credit cards within 30 minutes across branches along with adhering to security related requirements like document watermarking

Solution

Nividous team worked closely with customers Business and IT teams to map all processes across the credit card lifecycle to provide a robust solution that automates end-to-end processes including document fulfilment check to enable real-time visibility.

- ✔ Used Bizagi's Inbuilt support to perform tasks from multiple mobile devices
- ✔ Escalation mechanisms for quick approval for various stages of the process
- ✔ Built custom widgets in Bizagi to add watermarks on the documents
- ✔ Integration with existing systems such as Telemarketing System, Direct Marketing System, Company web portal etc.
- ✔ Integration with AS400, external credit Trust System and SharePoint for seamless document management

Personal Info			
Salutation:	<input type="text" value="Mr."/>	Home Tel No.:	<input type="text" value="12345678"/>
Given Name:	<input type="text" value="Paul"/>	Email Address:	<input type="text" value="paul.dickens@xyz.com"/>
Surname:	<input type="text" value="Dickens"/>	Natinality:	<input type="text" value="Hong Kong - Chinese"/>
Mobile No.:	<input type="text" value="12345678"/>	Marital Status:	<input type="text" value="Married"/>
Date of Birth:	<input type="text" value="M/d/yyyy"/>	Education Level:	<input type="text" value="Primary"/>

Internal Use Only			
Recruitment Counter:	<input type="text" value="AB1 - G/F Cashier"/>	Representing Branch:	<input type="text" value="HK"/>
Recruitment Branch:	<input type="text" value="HK"/>	Staff:	<input type="text" value="admin"/>
Promoter:	<input type="text" value="1"/>		

For more information on how financial services providers use Nividous platform visit: <https://nividous.com/case-studies#finance>

Benefits



Minutes for the issuance of credit cards



Improvement in TAT of approvals/rejections



Improvement in process visibility and reporting