



Customer Profile:

Financial Services

Location:

Italy

Business Need:

- Increase operational quality
- Increase back office productivity

NICE Solutions:

- Robotic Automation
- Real-Time Process Optimization

The Impact:

- Case handle time reduced from 1 hour to 10 minutes
- Quality of service improved; positive customer feedback
- Process errors eliminated
- Upselling rates increased

On The NICE Solution

"We were happily surprised by the benefits of NICE Robotic Automation. We have seen, very quickly, processes being completed without mistakes, and a real savings in terms of handle time, quality and cost."

- Dr. Loris Limonta, Deputy Head of Operation, Virtual Unit

Leading Italian Bank Saves Time And Eliminates Errors With Robotic Automation

About Banca Popolare Di Sondrio

Banca Popolare di Sondrio (BPS), a bank founded in 1871, is one of the first Italian popular credit cooperatives. The bank has 350 branches in Rome and six other regions - Lombardy, Emilia Romagna, Veneto, Piedmont, Liguria and Valle d' Aosta. The bank has about 185,000 customers, a diversified shareholder base, and approximately 2,500 employees nationwide.

BPS operates several offices in Italy, where both back office and customer support activities are supported. The bank's service agents handle customers from throughout Italy who make contact by phone, email and chat.

Since 2002, BPS also has a virtual branch that serves customers throughout Italy. Its online banking services include checking accounts, credit cards and loans. Small business credit requests, for example, are handled by 20 back office agents in the virtual unit. The estimated potential customer base of the online BPS branch is one million people.

The Challenge

The primary challenge for Banca Popolare di Sondrio was process management and back office efficiency in its virtual banking branch. With dozens of daily transactions, the back office is processing and recording a very large amount of data and information. In order to provide its online customers with a full range of banking services, the BPS staff was spending an inordinate amount of time on the requisite paperwork.

Every bank transaction, whether related to credit cards, bank accounts or loans, took about an hour to process. Certain types of loan applications were especially time consuming. Queries to bank databases and data entry, including the manual copying of customer information to a bank transaction form, were taking up the bulk of this processing time. Sometimes, hard copies even had to be moved from one office to another, entailing a further loss of time.

Moreover, as can be expected with manual data entry under time constraints, errors often crept into the bank's documentation. With a less precise final product, time was again wasted later on necessary corrective measures. As a result of these imperfect processes, agents were not devoting enough attention to customer care and the back office work quality was not as good as it could have been. The bank administration encountered a serious difficulty in ensuring what it considered an adequate level of service quality, which was leading to both agent frustration and customer dissatisfaction.



The Solution

Banca Popolare di Sondrio, always on the lookout for ways to make its service and products better, sought a solution that would save time and improve processes in the back office. Introduced to NICE Robotic Automation by RES (Recording Enterprise Solutions), a long-time supplier, BPS decided to integrate the solution into its credit and loan approval process. The NICE solution was implemented with the goal of cutting the time needed for loan or credit approval, as well as to ensure accurate data entry.

INTEGRATING THE ROBOTS

In order to make a determination regarding an applicant's suitability for a loan or line of credit, the bank must produce a detailed financial statement letter. The credit or loan process for a small- or medium-size business is initiated when the business owner sends a request for a loan to the bank via the BPS web site. These requests are initially stored in a dedicated database, which agents access several times a day through a NICE Real-Time Process Optimization (RTPO) interface.

In response to an agent's request for new credit or loan applications, NICE Robotic Automation dispatches a robot to identify and present new requests from the BPS database. Automatically, the robot correlates each request with previous credit requests by the same customer, as available from a separate customer relationship management program.

The agent, notified automatically when the robot has finished generating the list of new credit requests, can use the RTPO to filter requests from new customers. In the case of such customers, as per the agent's request, the NICE robot creates a new customer file.

For applications submitted by existing customers, the agent again calls upon NICE Robotic Automation; this time, to generate a financial statement letter. The robot instantly collates all relevant data from previous credit requests by the same customer, as well as information about all other financial activity (such as mortgages, loans, payments, etc.). NICE Robotic Automation is able to draw the needed information from the two main systems used by Banca Popolare di Sondrio – CRIF (for account opening and loan origination) and Delfi Web.

THE IMPACT

Banca Popolare di Sondrio quickly saw a major saving in terms of case handling time, as well as a dramatic improvement in data entry accuracy.

- Case handle time was reduced from one hour to 10 minutes.
- Copying errors disappeared from forms and financial statement letters.
- Reduction in cumbersome manual paperwork.
- Agents were able to devote more time to up-selling and customer care.

Agent productivity improved not only due to an 83% reduction in handle time, but also, in BPS's assessment, because of greater job satisfaction. They became more motivated employees, as they were relieved of repetitive, manual and rote tasks.

IT'S EASY AND SAFE TO IMPLEMENT

BPS has found management and maintenance of the NICE solution, thanks to its virtual structure, to be very simple and cost-efficient.

Regarding online security and financial market regulations, BPS is fully satisfied that the NICE solutions fulfill all relevant requirements. Furthermore, internal BPS policies regarding visibility and employee activity tracking are fully adhered to, as NICE Robotic Automation and RTPO ensures agent credentials are attached to all operations.

LOOKING TO THE FUTURE

In light of the significant boost in efficiency Banca Popolare di Sondrio enjoyed using NICE Robotic Automation for credit request processing at its virtual branch, the bank is considering implementing the solution across other bank services. In addition, BPS is intending to adapt the solution for use in other back offices within its financial services network of brick-and-mortar bank branches.

"Robotic Automation has allowed us to invest our time better, dedicating ourselves more to customer service and customer satisfaction."

- Simona Renna, Senior Agent – Virtual Unit

About NICE

NICE (NASDAQ: NICE) is the worldwide leading provider of enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE solutions help the world's largest organizations deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com