



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness.

# Customer - Centric Service Delivery with a **Digital Platform** for a **High Street UK Bank**

INNOVATION  
SOLUTION  
BRANDING  
IDEAS  
MARKETING  
SUCCESS  
MANAGEMENT  
ANALYSIS



## ATTENTION. ALWAYS.



**aspire**   
SYSTEMS  
*attention. always.*

## THE CUSTOMER

Our customer is a high street bank in the UK that offers high-street banking experiences. They offer personal, commercial, business and private banking services, with a focus on providing unparalleled levels of customer service and convenience.



## THE CHALLENGE



When our Client entered the concentrated UK market, they were faced with customer misgivings about incumbent banking practices. At a time when only 22% of customers said they would recommend their bank in the UK, according to a UK Retail Customer Satisfaction Study by JD Power and Associates, our client's mission was to offer a hyper-personalized banking service by disrupting popular perceptions.

They were faced with a huge challenge of the obsolete nature of every other proprietary model in the market. Having committed to delivering superior customer experience, our client needed a single integrated platform for the future that offered a flexible and scalable delivery model that would minimize operating costs.

## THE SOLUTION



Aspire was chosen to implement a favoured out-of-the-box solution using Temenos that lowered entry barriers with a massively scalable delivery model. //

Faster time to market was a crucial factor for platform selection to deliver quicker revenue-generating operations while keeping a single customer view integral to their strategy.

Banking on a platform that would deliver on the listed criteria, Aspire was chosen to implement a favoured out-of-the-box solution using Temenos that lowered entry barriers with a massively scalable delivery model.

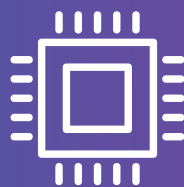
Aspire built a single integrated, customizable platform that would offer customer-centric delivery and would set the stage for process excellence in an inherently uncertain environment.

Aspire used TCIB (Temenos Connect Internet Banking) as a responsive user design interface for seamless customer navigation. They also used Temenos Edge Connect UXP tool that provided a rich user interface and adaptation with evolved third party integration thus delivering a single customer view. This preconfigured solution was also faster to implement and fits squarely into the functionalities needed by our client.

### Key solution features include:

- ➔ Account Management
- ➔ Transactions
- ➔ Utility Payments
- ➔ Payment Service Integration
- ➔ Tax Certifications

## TECHNOLOGY SNAPSHOT



Temenos Edge Connect

Java

## RESULTS

Our solution benefitted the customers mainly in these areas:



UX Implementation duration was 50% faster than comparable projects.

Employees were also empowered with a single view around customers, processes and systems



Exceptional service delivery was achieved through Aspire's expertise on Temenos technology.

## FUTURE IMPACT

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The solution set a new benchmark around integrated processes and systems for a transition towards customer relationships from a product-centric approach.

www.aspiresys.com



# ATTENTION. ALWAYS.



## ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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