

Leading Asian Bank Boosts Customer Experience with Better Visibility & Context



ATTENTION. ALWAYS.



aspire 
SYSTEMS
attention. always.

THE CUSTOMER

Our customer is Asia's leading bank. Headquartered in Singapore, it has a network of 500 offices spanning 18 countries.



THE CHALLENGE



Poor user experience led to customer churn and hindered revenue growth for the bank. With digital moving to the core of business, they were in need of an omni-channel engagement model that would deliver better user experiences for today's connected customers.

They were burdened with the following drawbacks:

- 1 Lacked a user friendly portal with self-service capabilities.
- 2 Customer experiences were disjointed due to the use of multiple interfaces.
- 3 Relationship Managers were overburdened with complex customer issues.
- 4 No access to customized notifications relevant to client holdings.

THE SOLUTION

Aspire crafted an omni-channel solution using Temenos Connect technology. A high-end, user-friendly interface capable of handling core customer journeys was developed.

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Our overall scope of engagement was as follows:

- 1 Provided an intuitive multi-channel dashboard portal by extending and reskinning their existing Relationship Manager Workbench.
- 2 Integration with Thomson Reuters helped to contextualize watch lists and news alerts.
- 3 Features such as Portfolio 360 provided clients with useful perspectives on their portfolio including current valuation, performance, future cash flows etc.
- 4 Integration of market indicators like Commodities, Equity Index, Corporate bonds etc. helped clients keep tabs on latest market information to enable better decision making.

RESULTS

Aspire's solution helped the client in achieving their business goals in the following ways:



Created seamless customer experiences across devices.

Resulted in a drop in the number of dissatisfied customers.



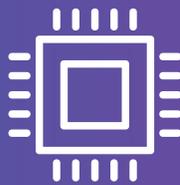


Cross-sell and upsell of services were made easy as Relationship Managers could focus on client needs better.

Operational efficiencies improved with consistent flow of information. Reduced turnaround time by 30%.



TECHNOLOGY SNAPSHOT



Temenos Connect R15.12 was used to implement the RM Workbench and Client Dashboard, aligned with R14.03 Triple'A Plus (TAP) product functionalities.

FUTURE IMPACT

Aspire's solution will deliver a consistent brand experience for their prospects and existing customers, across the entire customer lifecycle. It would also provide the added advantage of driving down servicing costs for the bank leading to significant business gains in the long run.

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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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