Case Study
UniServe™ 360 | Banking

Comprehensive automation of customer statementing with UniServe™ 360

Commercial Bank of Kuwait (CBK) is one of the largest financial institutions in Kuwait with a strong and growing corporate and retail banking franchise providing innovative financial and investment solutions to its ever growing customer base. Established on 19th June 1960, Commercial Bank is the second oldest Bank in Kuwait. From retail banking to mega project finance, CBK is mobilizing its substantial capital base and decades of expertise to assume a cutting edge role in Kuwait economy. The Bank has emerged as a lead financier, arranging a flow of loans to diverse power, construction and notable infrastructure projects in Kuwait.

UniServe™

Challenges from multiple processes and legacy systems

The Commercial Bank of Kuwait needed to incorporate cost-effective statement printing and delivery through multiple delivery channels, like snail-mail, e-mail and Fax to augment its customer service levels and improve brand loyalty. Customers were demanding accurate and faster communications through electronic mediums. CBK's existing legacy mainframe system was constrained in terms of these capabilities:

- Customer communications were becoming an expensive business process because the dependency on mainframe printing programs incurred high maintenance costs and was rigid as these programs supported only one type of font. The UNIX-based legacy core application did not support printing on Windows-based laser printers.

- Customer demand for electronic delivery (via email and Fax) could not be catered to as the existing applciations could not deliver this functionality.

- Marketing department's requirement of personalizing customer account statements through different statement formats for different customer profiles could not be met by existing processes.

- Desire for improving response time for duplicate statement delivery requests; this originally took over 3 days to deliver as the information needed to be accessed from archived tape drives.

- Existing processes could not output optical marks, making it difficult to automate the statement finishing processes (enveloping, folding, sorting, etc.) by deploying new hardware.

...by implementing UniServe™ 360, Commercial Bank of Kuwait could cost-effectively meet the long-standing customer demand for electronic delivery (via e-mail and Fax) of statements!

UniServe™

UniServe™ 360 at work

With UniServe™ 360, Commercial Bank of Kuwait was able to comprehensively address customer communications requirements. The solution was deployed on Windows Server and extracts data to be presented on customer statements from an Oracle database. It provided a GUI (Graphical User Interface) interface to design statement formats, set business rules on the statements, process statements to generate bills in Arabic as well as English, and enable delivery of statements through multiple output channels like white-mail, email and Fax. The statements are generated in PDF format and indexed and stored for easy retrieval in the future.

- Variable Data Processing capability from Oracle databases
- GUI tools for template design allowed great flexibility to dynamically make changes and commission new layouts at short notice
- With an online rules and actions manager, it allowed the personnel to insert customized marketing messages dynamically on the statements
- Unicode functionality enabled statement generation in multilingual formats (Arabic and English)
- End-users could deliver statements through multiple output channels like white-mail, email and Fax. Also, customer statements are now enerated in PDF format and indexed and stored for quick and easy.

Business benefits

- Commercial Bank of Kuwait is now able to migrate the statement printing process from mainframe printers to flexible Windows-based laser printers, which support cost-effective and efficient printing options like fonts, duplex printing, suppressed printing of zero-amount bills, etc.
- Change management in the formats of the statements is now easy and cost-effective as GUI tools are provided and dependency on pre-printed stationery is eliminated.
- Statements can now be sent out to customers through electronic media like email and Fax.
- Customer statements have become an effective marketing tool for promoting targeted offers and special schemes
- Immediate duplicate statement delivery is now possible as customer statements are indexed and stored for faster retrieval.
- Using GUI tools to insert Neopost OMR along with deployment of new hardware, the document-finishing process (folding and enveloping) is now automated. Now there is no dependence on manpower for document finishing.
- Statements are automatically sorted into batches depending on criteria (like HNI, etc). The entire process has been automated which helped speed up distribution and revenue realization.

In10s
Our intensity. Your agility.