

IBM Banking Solution – Multichannel origination for deposits

*Streamlining multichannel origination for deposits
using BPM*



Highlights:

- Helps reduce abandon rates on new account origination
 - Improves front office and call center effectiveness
 - Helps reduce cost of processing nonbooked applications
 - Drives revenue growth through improved capture rates
 - Improves pricing through “right offer-right rate” initiatives
 - Improves customer engagement through enhanced multichannel experience
-

Although retail banks have been quick to embrace new technologies to improve customer experience, deposit origination processes still remain very complex with limited provision for cross-channel and end-to-end origination. As a result, abandon rates are high for online and mobile originations. With nontraditional competitors gaining an advantage in capturing new customers, reducing the time required to execute an end-to-end deposit transaction is critical to capturing new business and retaining old business.

Furthermore, the inability to standardize end-to-end processes can result in multiple origination, underwriting, scoring and servicing applications—depending on product and channel—which can hinder the sales efforts and increase cost of infrastructure required to support origination.

End-to-end processes for streamlined, multichannel deposit origination

Business process management (BPM) solutions can drive continuous process improvement to help you make real-time adjustments to your business operations in response to a business need.

The solution for multichannel origination from IBM integrates BPM, business activity monitoring, analytics and content management technologies in a robust platform to help transform your current deposit origination process into a streamlined end-to-end process. Our solution helps reduce the time required to execute a new account origination and provides a near-seamless user-experience across channels.





The multichannel deposit origination solution from IBM provides a variety of benefits:

- Integrates end-to-end processes for multichannel deposit origination
- Increases capture rate of new account originations
- Supports document routing and tracking of non e-signature documents
- Facilitates integration to help manage regulatory compliance and generate customer-specific offers across channels
- Enables pipeline management and business activity monitoring designed to optimize resources and track sales activity

Why IBM?

IBM provides one of the most robust BPM offerings in the industry, combining our strategy consulting, software implementation and system integration expertise. IBM has industry-leading experience, deep technology expertise and cost-effective methodologies to help banking organizations of virtually all sizes transform their value chains and realize business value. Our centers of excellence, proof-of-concept engagements, and IBM Research “First of a Kind” projects conducted with clients demonstrate innovation and time-tested ability in solution implementation. Whatever the driver of your BPM needs, IBM can bring to bear a global presence with local expertise in the banking industry, and a time-tested approach to executing successful BPM programs.

For more information

To learn more about the multichannel origination for deposits, please contact your IBM representative, or visit the following website:

ibm.com/services/bpmconsulting

© Copyright IBM Corporation 2013

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
April 2013
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at: ibm.com/legal/copytrade.shtml.

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle