



BUSINESS CHALLENGE

This banking organization faced a number of challenges, including the need to increase its responsiveness to customers, reduce the cost of servicing multi-channel customer queries, and decommission a number of duplicate business applications gained through acquisition.

TRANSFORMATION

When the bank started using Macro 4's Columbus enterprise information management (EIM) system, it delivered immediate service and efficiency benefits to the business. Over time, these benefits have multiplied as the solution has been rolled out and expanded to support many different parts of the organization. Columbus has enabled the bank to implement a wide range of initiatives aimed at supporting effective, multi-channel customer communications and improved access to business content. The system also continues to play a strategic role as a central hub for storing and sharing key documents and data, and has brought considerable cost benefits as well as significantly increasing both staff and customer satisfaction.

BUSINESS BENEFITS

Queries resolved on first telephone call

90% of queries to call centers and branches resolved on the first call

Cost savings

through decommissioning legacy applications and hardware

Faster processes

that used to take several days now completed in an instant

Accessible storage

of billions of customer and internal business documents

Support for compliance

with the Open Banking Standard

A leading UK banking and home loan provider

Columbus helps to support a responsive, multi-channel service across all communication touchpoints, and drives down costs through legacy application decommissioning

This leading UK-based banking and home loan provider has experienced significant growth over the years, both organically and as a result of acquiring other financial institutions. The bank operates across the UK from its network of high street branches as well as providing a full online self-service facility to its customers, delivering access to bank accounts and other financial products.

Offering day-to-day banking, loans, savings, investments, home loans, credit cards, and insurance products, the organization has, through its work with Macro 4, achieved its key goal of interacting with customers more effectively across all communication channels and touchpoints, while enabling cost reductions and increasing service efficiencies.



“We are always looking for ways to use IT to improve our service to customers and Columbus has helped us to do this. Its success has exceeded even our high expectations. Not only did it meet our original objectives, but it has also set off a ‘domino effect’ in which we have found more and more departments and applications that could benefit by using it. The possibilities are endless.”

IMPROVING CUSTOMER SERVICE AND INCREASING OPERATIONAL EFFICIENCY

The bank initially approached Macro 4 seeking a way to improve customer service and business efficiency by introducing a system to improve access to documents for staff in call centers, branches and administrative offices across the UK. Macro 4's Columbus system allows workers across the organization to view original printed documents (such as statements) online in the same format as the customer, for effective handling of customer inquiries and complaints and to resolve accounting anomalies.

Billions of documents, including statements, customer correspondence and internal business documents, are stored in the Columbus repository, and several million new statements are added every month.

By incorporating the Columbus system within the organization's infrastructure, the bank has made statements and other customer-related documents available for online access via a browser on thousands of desktops in call centers, branches and administrative offices across the UK.

Since its introduction, Columbus has significantly improved customer service levels. Branch and call center personnel can access customer documents more quickly, and customers can walk into a branch and have their queries resolved over the counter or receive copy statements and other documents as required.

As a senior figure within the bank explained: "Not only has Macro 4's solution given us a significant customer service edge, it has also improved operational efficiency. When a customer comes into a branch requesting a copy of a document, our staff can instantly view the same document within Columbus without having to place a request to another department. What used to literally take days to do can now be done in an instant."

"Columbus has also enabled 90 per cent of telephone queries to our call centers and branches to be resolved on the first call because staff can see copies of documents online while the customer is on the phone."



"Not only has Macro 4's solution given us a significant customer service edge, it has also improved efficiency. What used to literally take days to do can now be done in an instant."



DELIVERING A STREAMLINED ENTERPRISE INFORMATION MANAGEMENT SYSTEM

What started out as a system to support staff handling statement-related customer queries has developed over time into a multi-channel solution which now gives customers the ability to self-serve. External access to Columbus allows internet banking customers to view their documents online and is part of an environmental initiative by the bank to encourage customers to switch from paper correspondence to electronic access.

A divisional director at the bank said, “We are committed to reducing the impact we have on the environment so moving to digital communications was a natural progression for us. With the help of our customers opting to access their correspondence online or via email, we can take another step towards improving our environment.”

The Columbus system is very versatile. It can capture documents in any format and provide online access for users throughout the organization as well as customers. This gives the bank the flexibility to continually extend the use and value of the system by adding new applications and business content. And the information lifecycle management facility within Columbus helps the bank to meet its regulatory compliance obligations, including data minimization and the customer’s right to erasure under the GDPR.

Over time the Columbus system has been developed even further into a digital hub for a huge variety of documents and information across the business, including outbound customer correspondence and scanned images of important inbound documents such as proof of customer identity. Additionally, the bank’s payroll department now uses Columbus to digitally store payslips and other payroll-related documents, improving response time to employees when they have queries.

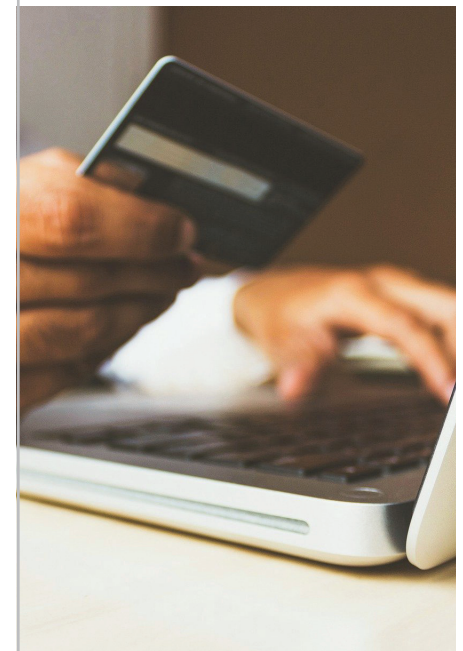
INCREASING EFFICIENCIES THROUGH APPLICATION DECOMMISSIONING

Following a number of mergers with other financial institutions, the bank acquired millions of new customers and a range of duplicate business applications. It would have been inefficient to continue to run these acquired applications simply to maintain access to historical customer data, so the information was migrated to Columbus where it could remain secure and accessible, enabling the legacy applications and related hardware to be retired. Historical data is now accessible alongside current customer information, giving staff a single point of access and customer-centric view.

“Many of the efficiency benefits of mergers and acquisitions come from driving out duplication,” explained a project manager at the bank. “Macro 4 helped us to do this by providing a ready-made way of keeping alive the key customer information we had acquired, allowing us to switch off the redundant systems and reduce our costs.”



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LOOKING TO THE FUTURE

As the bank's internal systems have evolved, including the introduction of a new core banking system, Columbus continues to play a strategic role as a central system for storing important documents and data. This digital hub underpins a wide range of initiatives at the bank aimed at delivering effective multi-channel customer communications and improving access to business content.

Columbus has enabled the bank to comply with the Open Banking Standard, which opens the way to new products and services that could help its customers gain a more detailed understanding of their accounts, and find new ways to make the most of their money. By using Columbus to provide customers with their data in the right format to meet the Open Banking standard, the bank has avoided the need to develop its own technology to satisfy the regulatory requirements.

A senior executive at the bank concluded: "We are always looking for ways to use IT to improve our service to customers and Columbus enables us to do this. Its success has exceeded even our high expectations. Not only did it meet our original objectives, but it has also set off a 'domino effect' where we have found that more and more departments and applications are being enhanced by using it. The possibilities are endless."



THE NEXT STEP

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Please contact us to learn more:

USA Tel: +1 973 526 3900 Email: market.usa@macro4.com
Europe Tel: +44 1293 872000 Email: market@macro4.com

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www.macro4.com

Tel: +44 1293 872000

Email: market@macro4.com

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