

# Leading Banking Corporation Improve Customer Service



## Facts at a glance

- Global Employees 12,000+
- Global Revenue HK\$5,171M
- A global financial institution providing comprehensive banking and insurance solutions in Asia

## Customer Quote

*“The product itself is superior even compared to other international brands. After experiencing the FlexWorkflow system, the stereotyping of “international brands are of better quality than local brands” no longer exists in my mind. The after sales service, one of the crucial elements determining the success of a project, is provided far more than what we expect. Whenever there is a request, FlexSystem reacts promptly which other brands can hardly be compared with.”*

## FlexSystem Solution

- [Workflow Management](#)

## Key Issues

- Huge communication barrier between branches and departments across boundaries
- Prolonged information circulation process and transaction time
- Increasing demand for better service level and customer response time
- Difficult to comply with the regulatory compliance set by The Hong Kong Monetary Authority in relation to the dealing of clients' personal data

## Needs and Challenges

- New data center was built in Guangzhou to lower the operation cost in Hong Kong yet the data consistency and transaction time are hard to be ensured in the absence of a centralized system
- Data flows back and forth between branches and department regardless of the actual geographical locations, making the information retrieval and tracing harder than before
- In traditional manual processes, information was circulated among users in paper forms, which increased the risk of information damage or loss and the operation and administration costs in filing and storage

## Benefits

- Before, all of the processes are manually intensive and mainly paper-based. Problem solved by turning all of the operations to automated processes. When information comes in, whether by email, facsimile or other kinds of incoming sources like core banking system, the document processing is fully automated by machine recognition, such as OCR, OMR, barcode recognition, and initiating the work task for the corresponding party for further processing. Resources are thus be fully utilized by centralizing all business processes into a common scanning centre and the inefficient communication between users in different regions like Hong Kong and Greater China, one of the major headaches faced before, is now solved
- The enhanced collaboration and decrease in the process turn-around time in return brings a great improvement in the business service level, which is the most critical factor leading to company's success
- The security and robust performance provided by FlexWorkflow brings in a threat-free environment, fulfilling the security compliance required by the Hong Kong Monetary Authority and placing the company in an advantageous position upon other competitors
- Now, the system supports more than 600 concurrent users and ten thousands transactions every day, enabling the enterprise to outshine other competitors even in the increasingly fierce competition

