

Infosys helped a leading bank in the United States with total assets in excess of US\$175 Bn to achieve 29% net cost savings through strategic projects



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Infosys®

Client Challenges

The Bank faced several challenges on account of a recent acquisition, including:

- Providing a single platform for the end customers of both banks
- Cross marketing and selling the products of both banks
- Providing a Single Sign On facility to customers of both banks to enable seamless experience
- Targeting untapped markets with a wide customer base
- Upgrading the regulatory framework for the acquired bank to match the acquiring Bank's standards

consolidated view of accounts across the bank. The UI was also redesigned and rebranded for consistency across digital channels, and enhanced with features like bill pay, offers, travel notifications, and text chat.

- **Mobile banking development** – Infosys conducted functional research on mobile banking and its features. This was followed by a Proof of Concept, integration with RESTFUL web services, design and development of mobile banking apps for different mobile operating systems like iOS, Android, etc. with innovative features like remote check deposit, bill pay, funds transfer, and mobile wallet.

- **Secure mobile banking** – Part of the solution involved designing, developing and validating fraud control within the application and providing advanced encryption technology to protect personal information.
- **Enhanced security** – Retaining the existing customer base and Single Sign-on for customers for the merged banks giving them a seamless experience. Enhanced security features strengthened online platform security.

Infosys Solution

- **Data migration** – Infosys was involved in redesigning the database table to enable merging of the new customer data on the target application. Infosys also created procedures and a solution for data migration and verification, and conducted collision data analysis and reporting.
- **Technology platform upgrade** – Infosys partnered the client in conducting architecture analysis and the technology upgrade of the target platform. The legacy infrastructure was upgraded to provide an extensible platform for supporting future initiatives efficiently.
- **Business flow implementation** – The solution included business flow implementation on the existing platform to take care of the new requirements.
- **UI development** – Next-gen UX capabilities were built for improving customer experience. The UI was modified to provide new customers access to the portal to change user ID, look up account information and

Quantifiable Benefits for the Client

- 29% net cost savings through strategic projects
- Steady increase in customer base (10%+) over a three year period
- Reduction in maintenance and L3 support because of the excellent quality of deliverables (Zero Defect) lowered the Bank's TCO
- Electronic claims capture for debit card disputes led to 35% reduction in call center agent staff and 50% reduction in call volume

