Advanced case management for smarter banking

Highlights

- Drives growth and profitability through successful, optimized case outcomes

- Improves customer service with fast, accurate and fair case resolutions

- Lowers costs associated with risk management and regulatory compliance mandates

- Helps mitigate risks and reduces fraud based on historical case analytics

- Boosts staff productivity by accelerating business processes

- Enhances the quality of present and future case decision making

In the wake of a significant economic downturn, financial institutions have been focusing on organic growth strategies, such as growing the average number of products per customer, retaining existing customers and attracting new ones. These organizations must accomplish these goals by improving the customer experience while reducing risk and costs.

New opportunities and challenges require new solutions to efficiently address them, but few institutions have the money or time to rip and replace their infrastructures. They need to leverage and enhance the rules and practices that work, while adding new tools to help meet the demands of a new marketplace.

Addressing banking needs with case management

Financial institutions broadly use case management solutions in alignment with existing core applications to address customer issues associated with their principal business activities—such as account opening, lending and call center customer service. Often, cases driven by process exceptions—including customer issues, disputes, complex credit granting, special pricing requests, fee amnesty, fraudulent transactions and identity theft—must collect and manage all of the documents, data, content, collaborations, policies, rules, analytics and other information related to the case throughout its entire life cycle.

However, at most financial institutions, critical customer relationship information is siloed, and their departments lack a comprehensive view of a customer's history, habits and other open cases. Decision making becomes a guessing game, and the financial institution is exposed to unnecessary costs, risks and missed revenue opportunities. Additionally, the siloed case management applications may provide employees with an outdated, incomplete or inaccurate view of the customer information.

Moreover, many case management solutions are little more than logging and escalation tools. They do not integrate with process rules to address compliance with corporate and regulatory mandates, and they lack real-time and proactive analysis capabilities that can provide guidance and optimal resolution outcomes. Without these analytical capabilities, case management solutions cannot help financial institutions identify changes and process enhancements that may shrink future case management escalations and pinpoint challenge areas.

Optimizing case outcomes with advanced case management strategies from IBM

Advanced case management from IBM opens the door for financial institutions to gain significant competitive advantage and differentiation by rethinking how they automate critical customer interactions. By leveraging powerful capabilities such as integrated case analytics within their case management solutions, financial institutions can consolidate vital information from cross-line-of-business (LOB) processes—such as credit granting—into intelligent, cross-LOB shared services. As a result, advanced case management provides a 360-degree view of the customer and a real-time, enterprise view of active and closed case history.

The solution relies on integrated analytics, process automation, business rules, collaboration and social computing to help:

- Drive growth and profitability through successful, optimized case outcomes.
- Improve customer service with fast, accurate and fair case resolution.
- Reduce costs associated with risk management and regulatory compliance mandates.
- Boost productivity by accelerating business processes.
- Enhance the quality of current and future case decision making.

Advanced case management from IBM helps financial institutions in three key areas: improving customer service, mitigating risk and reducing fraud, and addressing regulations and facilitating electronic discovery (eDiscovery).

Improve customer service

With advanced case management from IBM, each case has just one set of data and one history, detailing interactions from across the bank. All authorized employees have access to current, comprehensive and accurate information, which is crucial to resolving cases quickly and with an optimal outcome for the customer and bank.

With a 360-degree view of the case and with collaboration tools at their fingertips, contact center, customer relationship management (CRM) and other knowledge workers can use analytical and proactive intervention information to respond to inquiries promptly. They can also better understand the full story when a customer has a question or files a complaint—improving the likelihood of a quick and fair resolution. This level of awareness helps to improve customer service, loyalty and trust.

Mitigate risks and reduce fraud

Advanced case management is designed to give employees the information to properly assess the value of—or risk posed by—a customer. By consolidating accurate, complete and current customer transactions, they enable financial institutions to analyze a customer's multiple engagements and to detect patterns of check fraud, identify theft or accounting irregularities. Plus, advanced case management capabilities help employees analyze multiple fraud cases to better predict high-risk customers before they actually become customers.

Demonstrate regulatory compliance and improve responsiveness

Advanced case management capabilities provide financial institutions with business intelligence, auditable documentation, rules and analytics tools to demonstrate consistency, facilitate process compliance, optimize performance and improve efficiency. It can also position them to address emerging and increasingly strict regulations to prevent costly regulatory violations as well as to quickly resolve challenges, disputes and audits.

Using advanced case management, financial institutions can define customer profiles with business rules—customers that fit a specific profile can be automatically identified and offered targeted treatment. Moreover, advanced case management from IBM separates business rules from business processes so those rules can be easily modified and so business processes are flexible. For example, a financial institution could update credit conditions, approval requirements and special approval privileges without IT assistance, resulting in an increasingly agile organization that can respond quickly to customer needs and changing marketplace requirements.

In addition, advanced case management from IBM provides standards for indexing and metadata to greatly enhance the effectiveness of search tools and eDiscovery when they are needed for future litigation or subpoenas.

Real-world success with advanced case management

Financial institutions have used IBM software in different case management scenarios to improve customer service, improve productivity and demonstrate compliance.

Lease and loan origination

Leveraging IBM software to integrate business processes, electronic forms and systems, an automobile financing company automated its entire loan and lease origination process. A new, automated system manages information and customer requests arriving from multiple sources, including phone, fax, mail or e-mail. Using process metrics, the system creates daily reports on customer associate activity — helping to identify customer associates for coaching — and on overall process performance — helping to quickly determine if adjustments need to be made to any part of the process. And to support auditing and compliance, the system automatically records the status of key processes as well as the participants involved in reviews and approvals.

The organization improved process efficiency and accuracy, saving approximately US$202,000 annually. And via automated declaration of documents, the IBM solution helps demonstrate compliance with corporate records policy.

Loan origination

To update its manual, paper-based loan processing, a U.S. bank implemented an efficient, automated system based on an integrated solution from IBM, including enterprise content management, business process management and a business rules management solution. The bank implements business rules independent of the business processes so its credit administration team can update credit conditions, approval requirements and special approval privileges — without IT assistance.

As a result, the bank can respond quickly to customer needs and changing marketplace requirements. It reduced loan approval turnaround — from as long as one week to less than one day. Moreover, the bank helped improve staff productivity, enabling employees to focus on strengthening customer relationships and saving the organization about US$1.5 million over five years.

Why IBM

Because software is helping make the planet smarter, organizations have more opportunities to realize their potential. To do so, they need software that is fueled by expertise, built for change and ready for work. IBM can help.

IBM designed its advanced case management strategy in response to industries in need of a smarter, more integrated way to handle growing, increasingly complex caseloads and shrinking resources. Using leading solutions and proven best practices, advanced case management from IBM unifies information, processes and people to provide a 360-degree view of the case. In addition to content and process management, it relies on advanced analytics, business rules, collaboration and social software to help drive more successful, optimized case outcomes.

For more information

To learn more about advanced case management from IBM, please contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/data/advanced-case-management

Join the conversation at:

ibm.com/blogs/acm

IBM Software