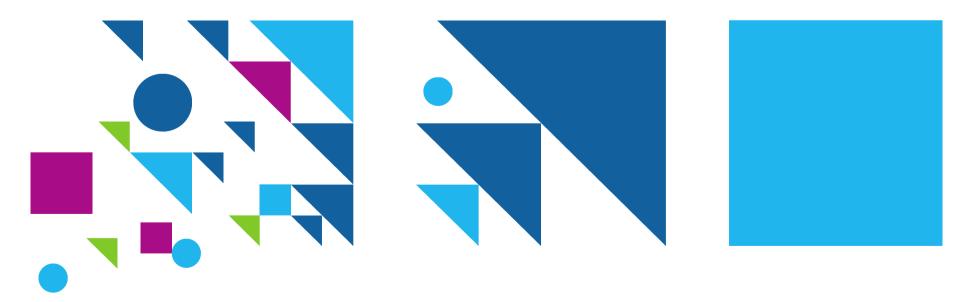




# IBM Case Manager in a Mortgage Processing Scenario

Jos Olminkhof: IBM ECM

Michael Green: IBM ECM



# The Evolution of the Digital Bank

# Customer Centric Capabilities



1998 - 2002

## Multichannel Integration

- Web-based account origination
- Online calculators & billpay
- Click to chat & call
- Data warehouses
- KYC

2003 - 2008

### Omnichannel Experience

- Seamless experience
- Full function smartphone apps
- Internal & hybrid cloud
- Click to video
- Big Data & Analytics
- 360 degree customer view

2009 - 2014

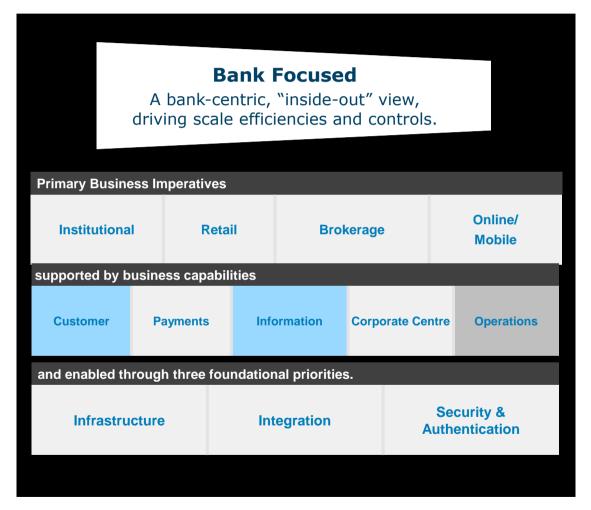
### **Digital Bank**

- Digital branches
- Rich crosschannel collaboration and advice
- Analytics on both structured and unstructured data
- Customer centricity,
  "Market of One"
- InterCloud

2015 and beyond

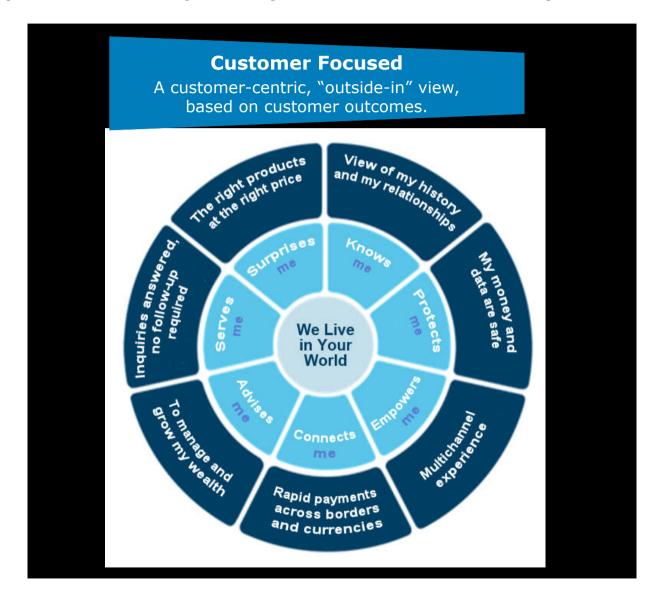


# Banks have always focused inward to drive cost control and efficiency





### Now, they have a new priority: Customer centricity





### **Customer Centricity is a New Way of Acting**

Service the unique need of each customer while reducing product complexity



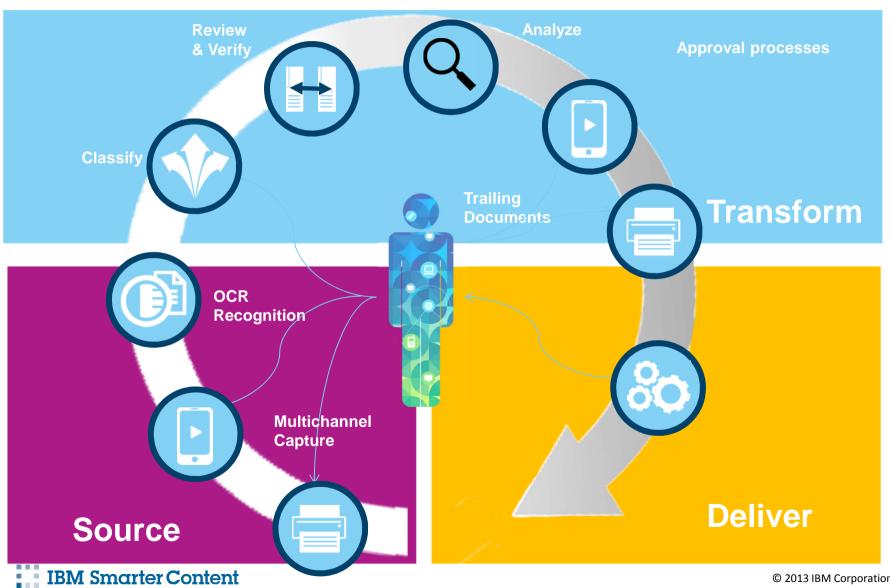
Enhanced customer service through empowering employees to focus on rapid resolutions

Effective use of analytics and deep knowledge of customer

Creating improved customer experience with unified channels and more responsive processes and staff

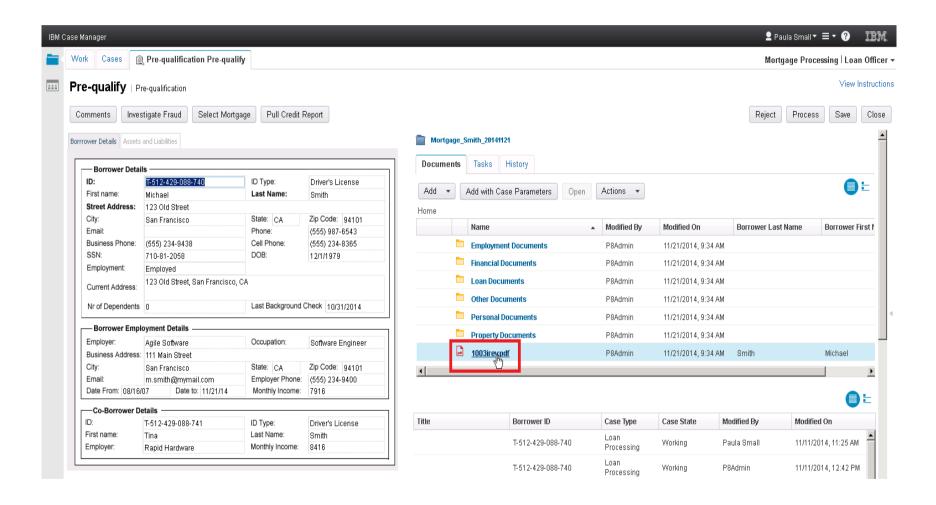


### **Automated mortgage processing with Capture and Case Management**



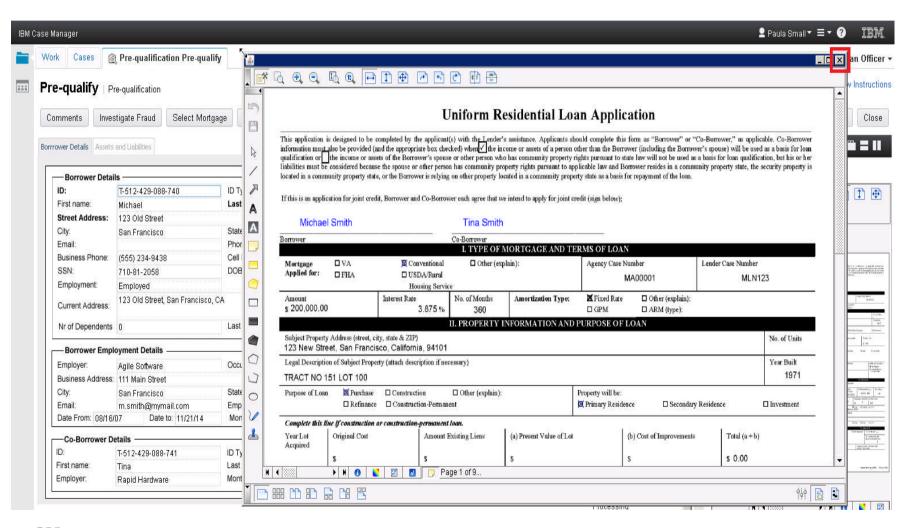


### The right information to make the right decisions



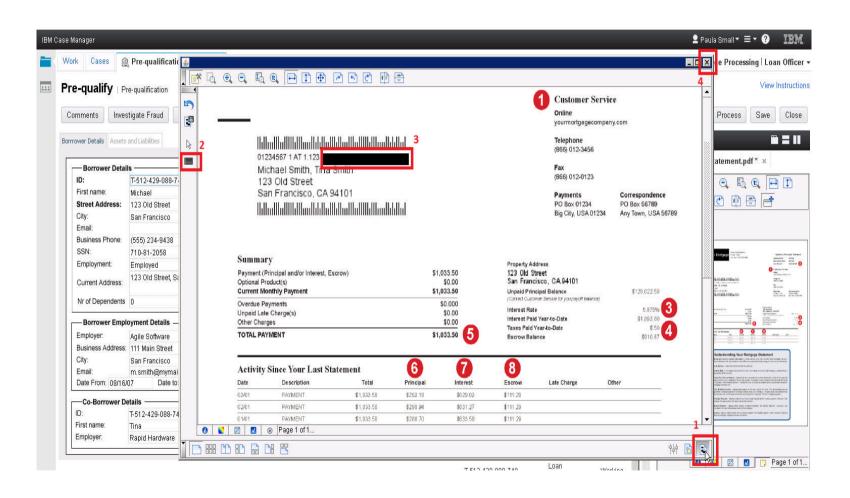


### Access, view and interact with your content



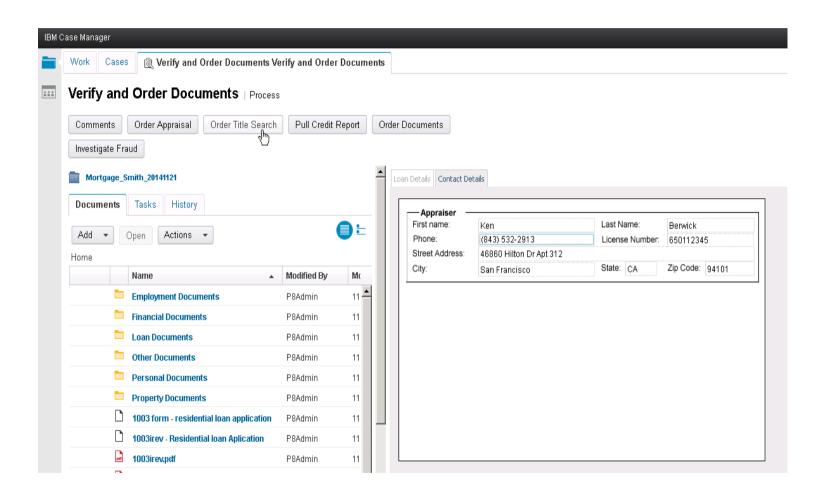


### **Document and customer security**



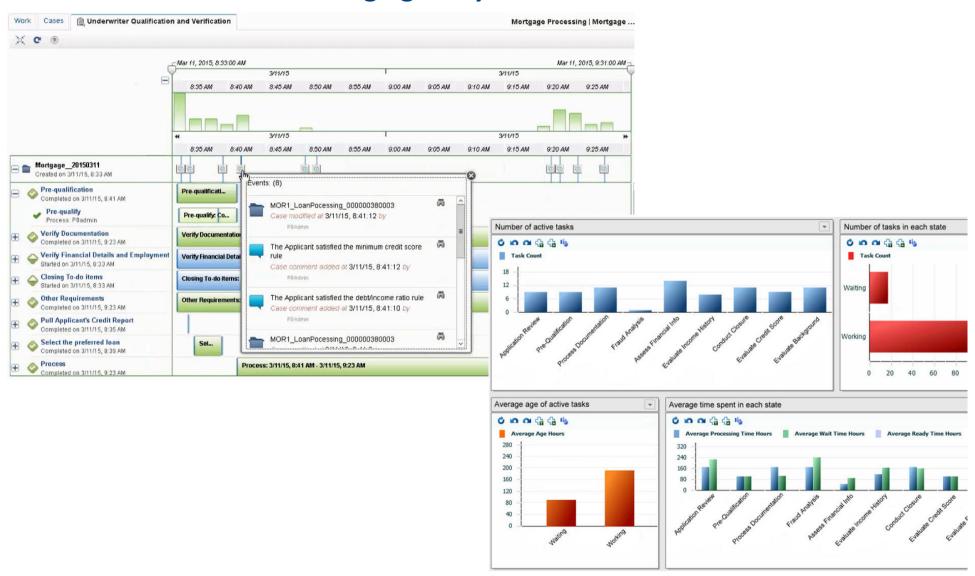


### **Empower employees through flexible workflows**





### **Decisions in context – leveraging analytics**





# DEMO

### Capabilities required to address case style workloads

process

Support the **Way People** Work

**Optimize Case Outcomes** 

Information to **Make Better Decisions** 

information

people

**Business Can Take Control** 

# 감사합니다 Natick ②Danke Ευχαριστίες Dalu 응 Thank You Köszönöm Tack **БСпасибо Dank Gracias** らいまた。 新的 Merci seé ありがとう