

## The Challenge

The cost of the support functions for the Internet Banking function of a major bank were undermining the profitability of the channel. Over 200 people were involved in administrative and support roles.

Customer satisfaction with these levels of support was far lower than the overall ratings of the channel itself, and the processes to enable access to the channel were an inhibitor to take up and use.

## Key Points

- Simultaneously cut costs and improved service levels
- Robust process and technology redesign with no impact on existing risk profile
- Quick win opportunities identified with minimal impact on operations

## Our Solution

LimeBridge led a re-engineering review to identify opportunities to simultaneously cut costs and improve service levels in the Internet Banking support and access functions.

LimeBridge identified, designed and costed a range of potential improvements to the support processes many of which involved the elimination of unnecessary customer contacts.

Process quick wins where improvements could be implemented with little or no effort were identified and designed.

Finally, detailed process and technology designs were developed to ensure that the solutions were robust and did not change the operational risk profile.

## The Results

The bank implemented all the recommended solutions across its branch, contact centres and back office. 25% cost savings were realised, and 20% of the support calls were eliminated.

The re-engineering of one process created straight through processing of a number of interactions and 80% of the back office support roles were eliminated. The bank achieved a payback of 400% on its consulting investment in just one year.