



One of Asia's youngest and fastest growing banks integrates multiple delivery channels with their Finacle Core Banking system using the Cuecent ESB

The Client

In a little over two years since its inception, the Bank has become the fourth largest bank in its region of operation in terms of lending. The Bank also reported very healthy half year earnings achieving a net profit of USD 4.34m. The Bank employs over 430 people and has a network of 100 plus ATMs and Kiosks across 30 plus branches.

Results

- Improve the bottom-line by significantly reducing operating costs
- Increased speed-to-market of new products and services
- Enhance value of existing technology investments
- On demand introduction to new customer banking channels
- Amplify Customer Service Standards

Cuecent Differentiators

- Create and provide a holistic view of their customers across the full range of channels.
- Enable the rapid deployment of new channels by simply adding the appropriate gateway - The time required to deploy and fully integrate a new channel into the existing mix is thus, significantly reduced.
- Prevent costly downtime - By ensuring maximum up time, the solution significantly reduces the risk of revenue loss.
- Monitor channel-wise performance to understand customer behavior pattern across channels.
- Generate differential reports between and across channels making the channel delivery network an important source of customer behavior.

The Challenge

To attain the next level of growth and enhance relationships with its customers, the Bank has deployed multi-channel service delivery network delivering banking services through ATMs, Kiosks and wireless devices. The complexity of managing the extensive delivery network and the inability to rapidly integrate new channels into the network compelled them to look for a standards-based integration framework addressing the requirements of a comprehensive, multi-channel integration environment.

The Solution

Bahwan CyberTek (BCT) deployed the Cuecent ESB to:

- Integrate various channels to deliver a consistent banking experience to its customers.
- Integrate the Finacle Core Banking Application with their ATMs (HPS Power Switch) channel in a loosely coupled environment.
- Integrate the systems of various Telecom Service Providers in the region to their Finacle Core Banking Application for mobile utility payments.

For more information, please contact us at sales@cuecent.com



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