

“Streamlining our key customer services processes using SunGard’s solutions delivered increased productivity, greater transparency over workload and performance and allowed us to optimize resource management. Through SunGard’s Infinity Process Platform, we now have a platform to drive continuous performance improvement.”

Martin Reichenbach,
head of customer service,
Degussa Bank



SUNGARD DEGUSSA BANK CUSTOMER SERVICES CENTRE CASE STUDY

Global Services

SunGard Global Services combines business consulting, technology and professional services for financial services firms, energy companies and corporations. Leveraging SunGard’s global delivery model, more than 5,000 employees worldwide help customers manage their complex data needs, optimize end-to-end business processes and assist with systems integration, while providing full application development, maintenance, testing and support services.

CHALLENGE

- Improve customer services in order to sustain Degussa Bank’s ambitious growth targets and its competitive positioning
- The bank’s paper-based processing of customer requests failed to deliver transparency on status, backlog and capacity and did not achieve the required quality threshold
- Increase the efficiency and throughput, reduce time-to-market for new products and enable active workload management
- A key success factor was the project’s ability to orchestrate the customer’s existing IT systems to automate the banking processes by support of new SOA components

SOLUTION

- SunGard implemented the most important processes first to allow early wins. In following phases, more processes were built and existing ones enhanced or further automated
- We guided the client through modelling workshops, implementation tests and support, until the project transitioned into production
- Standardized processing in specialized workgroups was enabled – supported by rule-based routing of orders to appropriate resources
- We also implemented many generic and re-useable components to allow their rapid adoption and high flexibility in other processes and projects

RESULTS

- The bank was able to maintain its leadership position for cost and quality in the German banking market by increasing productivity by +30%
- A number of core processes were fully automated, resulting in 90% of customer requests being processed the same day and 98% within 36 hours
- The automation of banking processes resulted in ROI being achieved within 18 months
- Today, Degussa Bank has high transparency over workload, performance & order status as well as identified areas for continuous improvements



For more information visit:
www.sungard.com/globalservices

©2011 SunGard.
Trademark Information: SunGard and the SunGard logo are trademarks or registered trademarks of SunGard Data Systems Inc. or its subsidiaries in the U.S. and other countries. All other trade names are trademarks or registered trademarks of their respective holders.