



ICICI Bank drives door-to-door banking using Newgen's Mobile Capture Solution – ZapIn

Winner of Asian BFSI Award for Best use of Mobile Technologies in Financial Services

Client Overview ICICI Bank is the largest private bank in India with a network of more than 2700 branches and 9300 ATMs with presence in over 19 countries. It is the second largest bank in India by assets and third largest by market capitalization. The bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management.

Business Challenges Since its inception, ICICI Bank has leveraged technology to provide convenient and easily accessible banking services through a range of channels such as ATM's, Internet, Mobile and Phone Banking. The bank has continuously enhanced the functionality of these channels to deliver a growing bouquet of services, many of which are the first of their kind in the industry. ICICI bank wanted to expand its business both vertically and horizontally, and take a step towards next generation technologies especially in the Mobile domain.

ICICI Bank wanted to open more accounts and at the same time provide more products and services to its customers. They also laid down an ambitious strategy to develop a common Regional Processing Center (RPC). The bank realized that to achieve its objective it needed a solution platform which would not only reduce Turn-Around-Time but also ensure less data redundancy and improved quality of customer services. Another focus area for the bank was further market penetration, especially in rural and remote villages. This was a market that could be tapped and could drive market share gains, but where setting up of branches was not economically and operationally viable.

A major area of concern that needed to be addressed was the high average Turn-Around-Time in the Account Opening process. The existing process was manual and customers had to revisit the bank to complete the KYC (know your customer) process. ICICI Bank's sales officers carried physical account opening forms which customers filled and collected photocopies of KYC documents and physical customer photographs. These forms after getting scrutinized at the branch were couriered to the Regional Processing Centers, where after final approval the account was opened in the core system.

ICICI Bank was looking for a solution to implement Mobile Banking to allow its customers to tap into ICICI Bank's services from the comfort of their homes or offices. The primary objective of this innovation was to reduce account opening TAT and eliminate rejections due to incomplete Account Opening Forms or KYC document mismatches. Some of the other key challenges were as follows - :

Challenge Highlights

- Reduce Operational Costs
- Provide Exceptional customer services at door step
- Reduce Training Costs
- Regulatory Compliance
- Reduce Exceptions and increase First Time Right Percentage
- Improve in Customer Delight

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Newgen Solution To align with their innovation strategy, ICICI bank decided to implement Newgen's Mobile Capture solution - ZapIn to raise the standard of customer services, improve their business processes, drive business agility and achieve cost effectiveness across operations. ZapIn is a technology that allows the business executive to capture physical application forms and initiate its processing in real time at the point of contact. For more effective and efficient customer service delivery, ICICI Bank wanted to provide more of an Audio-Visual Tool which would help officers in creating a higher level of customer engagement. Also, the account opening process was relying on the physical paper scrutinized by various groups and dependency was on movement of those documents.

The Mobile Capture Enterprise Application "ZapIn" revolutionizes the way data gets captured. ZapIn helps the business executive on-the-move, to capture customer information while he is face-to-face with the customer and instantly initiate its processing at the back-office. ZapIn is available both on Mobile phones and Tablets. Now a bank agent or officer can go to the customer's door step, acquire and submit Account Opening form using Mobile/Tablet devices. Depending on the application, certain key fields can be entered and images of Application Form, KYC Documents can be taken using the built-in camera and sent using a GPRS/3G connection to the back-office.

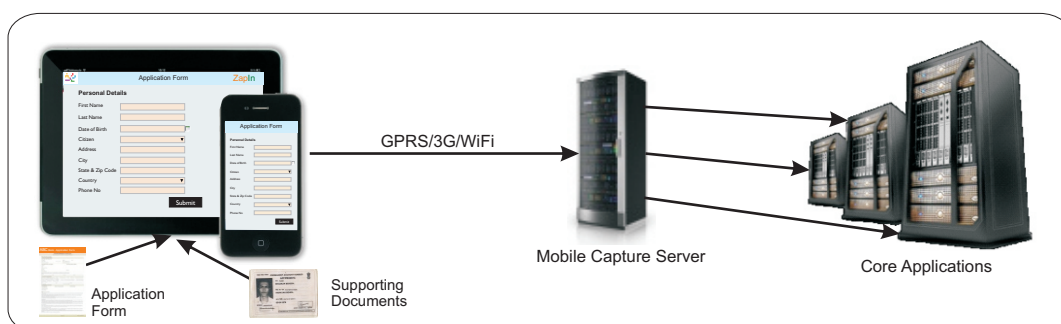
The key element in ZapIn is its Quality of Image Capture Module. The mobile capture application is used to capture the document images along with metadata, do some basic imaging, and send the captured images across the network to a server where advanced image processing happens. The server element called Mobile Document Quality Analyzer does two things. One, it enhances the quality of the image by contrast brightness adjustment, noise removal, orientation and perspective correction. Two, it analyzes the quality of the image to ensure usability of the document. This ensures that the captured documents always comply with minimum quality standards. The portable mobile stand is used to control some of the environmental factors such as ensuring stability of mobile during capture and is also calibrated for maintaining the right distance to capture documents of different sizes.

Further the application ensures First-Time-Right by enforcing business rules and logic so that all key information and documents are captured properly before the process gets initiated. ZapIn is a highly secured application as it encrypts all data that get transferred over the network. Only registered Mobile/Tablet devices are allowed to communicate with the ZapIn server ensuring safety and security of customer information. Various Business rules and validation are encrypted in ZapIn which ensures first time right data.

This innovative technology reverses the traditional servicing model and opens a new vista of business - "Door to Door" banking. The existing business approach is 'customer to business' where a customer has to reach out to the business. Propelled by ZapIn, the new model enables the bank to reach the customer at his/her door step. The application has helped to drive market gains particularly in rural and remote village areas.

There were also advanced features such as:

- Capturing high quality image application form and supporting documents
- Creating highly compressed images for efficient network usage
- Image enhancements
- Built-in checks and validations for key form fields
- Easy integration with third party applications
- User-Friendly and fully configurable Interface
- Data and Image Encryption
- Single/Bulk upload of the Account Opening Forms
- Available on Android
- Automatic signature Cropping from account opening form
- Accessing in no network coverage areas



Solution Benefits ICICI Bank is the first bank that has pioneered the use of tablets for its Account Opening Process. Their continuing adoption of innovative technology reinforces their commitment towards improving and developing their relationship with their customers. Currently, the bank is using 2000 tablets in all major cities in India. The Newgen's solution helped the ICICI Bank to attain the following benefits:-

Compliance and Quality –

- Each and every Account Opened is audited by a Sales Manager instantly
- Avoid Data Redundancy
- Field level validations prevent initiation of account opening applications with wrong data
- Different MIS Report and real-time tracking of the application

Benefit Highlights

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- Different MIS Report and real-time tracking of the application
- Field level validations prevent initiation of account opening applications with wrong data.
- Easy audit and tracking
- Customer are delighted as they are getting services at point of contact
- Minimal manual intervention has ensured "First Time Right" for all the operations

Reduced Operational Costs

- Reduction in Scanning Costs
- Easy audit and tracking
- Better utilization of resources

Reduced Turn-Around-Time

- Accounts are processed in digital format saving time spent on movement of paper
- The TAT has been reduced from 4 days to less than 24 hours

Customer Delight

- Improved customer interactions resulted in higher customer satisfaction
- Customer are delighted as they are getting services at point of contact

Better Productivity

- Minimal manual intervention has ensured "First Time Right" for all the operations
- Training time for mobile workforce reduced from 15 days to 2 days
- About 600 cases are registered in a day across the 2500 field agents.



Turn-Around-Time
from 4 days
to 24 hours

600 Accounts
being opened per day
using ZapIn



Required training time of
sales Agents from 15 days
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About Newgen Newgen Software is a leading global provider of Business Process Management (BPM), Enterprise Content Management (ECM) and Customer Communication Management (CCM), with a global footprint of 900 installations in over 50 countries with large, mission-critical solutions deployed at the world's leading Banks, Insurance firms, BPO's, Healthcare Organizations, Government, Telecom Companies & Shared Service Centers.

Newgen Software has been positioned in the Magic Quadrant for Business Process Management (BPM) and Enterprise Content Management (ECM). The company has been recognized by distinguished analyst firms like Frost and Sullivan as A 'Hot Company to Watch for' in their global ECM Market report, 2009 and by IDC in its exclusive report "Newgen Software: Global Leader in Business Process Management and Document Management Solutions".

Newgen's Quality Systems are certified against ISO 9001:2008 and Information Security Standard, ISO 27001:2005. Newgen has been assessed at CMMI Level3.

Our Clients **Newgen prestigious clients include:** HSBC Bank, Deutsche Bank, Hua Nan Bank, ABN Amro Bank, ICICI Bank, IDBI Bank, State Bank of India, ING Vysya Bank, CitiFinancial, RAK Bank, Bank of Tanzania, Max Life Insurance, Bajaj Allianz, Royal Sundaram Alliance, Unilever, Philips, GE Countrywide, EXL, Satyam Nipuna, iGATE, Core 3, Ranbaxy, GSL, Kenya Airways and SEC Philippines.

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