



At the Heart of  
Digitizing  
Customer  
On-Boarding

## Customer On-Boarding Solution – iCOB

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### Datasheet

Incessant's Customer On-Boarding framework leverages Appian's Enterprise Application Platform to streamline, accelerate, and enhance the digital customer on-boarding experience.

The framework utilizes the power of the Appian workflow engine to ensure smooth configurable workflow and rules to enable business users to navigate through the on-boarding journey.

**incessant**  
An NIIT Technologies Company

Orchestrating the **Digital** Enterprise™

## Customer on-boarding

**Customer on-boarding is the process of**

- ◆ Acquiring customers in an organized and effective manner
- ◆ Informing customers about products and services that are available to them
- ◆ Determining correctly, consistently, and completely the mandatory requirements a customer has to satisfy, based on a set of customer-centric parameters
- ◆ Decreasing customer support overhead time while enhancing customer satisfaction and experience

### Business Need

Global organizations, across various domains, still rely heavily on outdated, complex, and inflexible processes and technologies to on-board and manage customers. Customer on-boarding requires precise collaboration and frequent modification of processes to provide better service and to stay ahead of dynamic requirements regarding Know Your Customer (KYC), Anti-Money Laundering (AML), and contractual regulations. The on-boarding process is a

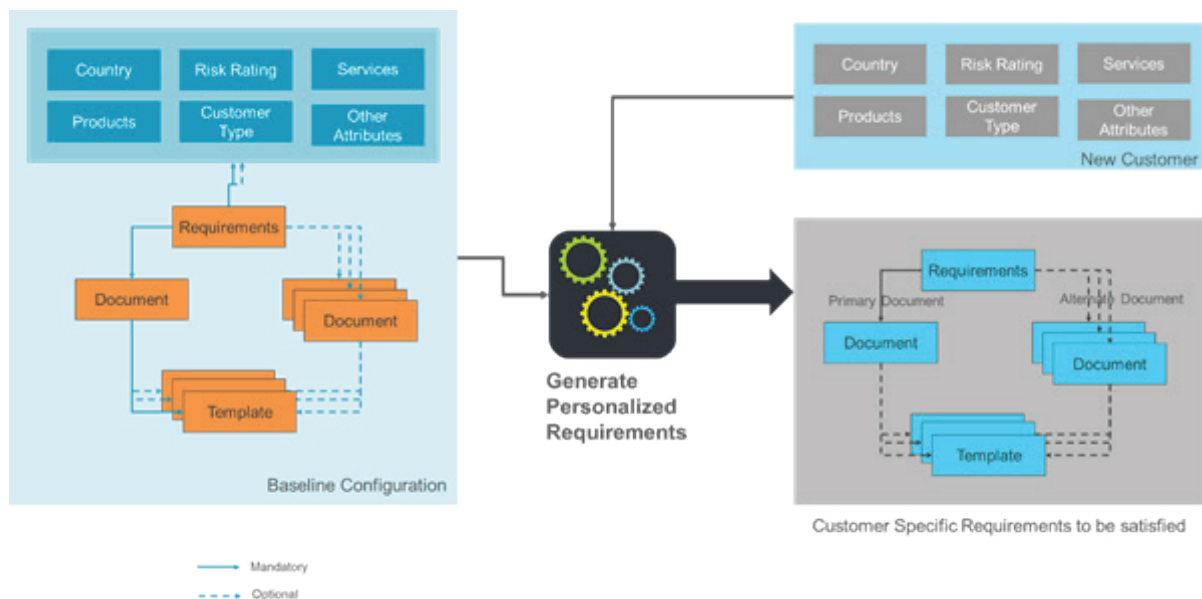
cross-departmental function and can lead to communication challenges if the legacy system involves error-prone manual processes. This will prevent organizations in delivering a seamless, end-to-end digital customer on-boarding experience.

### Key Challenges in Customer On-boarding

- ◆ Currently less than 30% of banks provide end-to-end digital customer on-boarding experience
- ◆ It costs five times as much to acquire a new customer than to retain an existing customer
- ◆ The new Know Your Customer (KYC) is challenging organizations to be effective in managing customers and leveraging data from multiple sources to gain insight, react quickly, and protect an organization's reputation
- ◆ Adding multiple products and services, and identifying the requirements a customer has to meet
- ◆ Adding time-bound regulatory requirements
- ◆ Integrating and interfacing with systems (e.g. WorldCheck, ECMS, in-house applications)
- ◆ Providing standard/non-standard workflow, ease of use and customization
- ◆ Need for real-time dashboards to monitor SLAs and deadlines



## Incessant's Customer On-boarding Solution



### Salient Features of Incessant's Customer On-boarding Framework

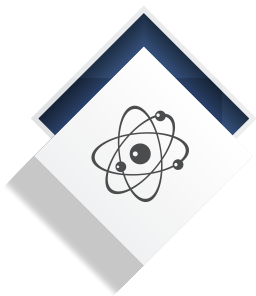
- ◆ Ability to configure:
  - ✓ Products/services offered by the organization (e.g. Asset Services, M&A, Finance restructuring) across multiple lines of businesses (LOBs)
  - ✓ Generic characteristics that define a customer (e.g. solo customer, joint account holder, risk rating, country of residence)
  - ✓ Mandatory/non-mandatory requirements a customer has to meet based on products and services (e.g. KYC requirements, contractual, verification)
  - ✓ Approval processes around requirement types
- ◆ Automatically determines the important characteristics of customers at the time of registration
- ◆ Generates personalized requirements that have to be satisfied and tracks them to closure
- ◆ Adds custom/specific requirements easily for a customer and tracks them to closure
- ◆ Integrates with multiple interfaces to facilitate/validate various checks for instance, AML, Politically Exposed Persons (PEP)
- ◆ Replicates customer on-boarding request characteristics correctly and consistently
- ◆ Brings the ability to monitor multiple dashboards, reports and audit trails
- ◆ Enables organizations to automatically adapt to compliance/regulatory/organization related changes
- ◆ Personalizes communications for customers as appropriate

## Solution Benefits

- ◆ Offers configurable workflows as per requirement; can add/modify workflow dynamically to change approval steps or approving departments
- ◆ Ability to scale the solution seamlessly for new products and services
- ◆ Brings the ability to add, modify, or delete requirements (not just for AML or KYC but for any mandate) based on changing regulatory requirements
- ◆ Offers the flexibility to satisfy requirements through a range of documents
- ◆ Brings the ability to configure multiple templates to a document
- ◆ Brings the ability to print coversheets to facilitate offsite scanning and auto uploading documents to a workflow/requirement
- ◆ Integration with various third-party KYC/ AML tools like World-Check and Accuity
- ◆ Offers event or time-based alerts and escalation
- ◆ Enhances data accuracy with a single, unified view of the customer
- ◆ Provides complete monitoring of the customer on-boarding process with a highly configurable dashboard, with ability to view multiple versions of documents
- ◆ Reduces cost to acquire a new customer through collaboration during approvals and sending automated alerts.
- ◆ Enables seamless usage of application across multiple channels (Web, mobile phones, tablets, iPad)
- ◆ Improves first contact response to increase customer satisfaction
- ◆ Brings the ability to send alerts for re-certifications and renewals for improved customer retention
- ◆ Flags litigation holds on a customer

Financial services organizations that implement successful on-boarding processes prevent early attrition, improve success rate with cross-sell and up-sell, and get revenue-generating assets in-house faster.

## The Incessant Technologies Advantage



- ◆ 200+ successful BPM implementations and 1200+ person years of rich BPM experience
- ◆ Proprietary software delivery methodology, Incessant Delivery Assurance (IDeA)
- ◆ Unique Diamond project staffing model with 70% more seasoned resources versus industry standards
- ◆ Top Ranked consistently in Appian's A -Score program on methodology proficiency and delivery quality
- ◆ Unique One Year Talent Onboarding with Technical & Domain enablement before project go-live