



## Digitizing Customer On-Boarding

### Customer On-Boarding Framework – iCOB

---

#### Overview

Incessant's Customer On-Boarding framework leverages Appian's Enterprise Application Platform to streamline, accelerate and enhance your customer's digital 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 a process of:

- ◆ Acquiring customers in an organized and effective manner
- ◆ Informing customers about products and services that are available to them
- ◆ Correctly, consistently and completely satisfying all the on-boarding requirements
- ◆ Reducing customer support time while enhancing customer care and experience

## Business Need

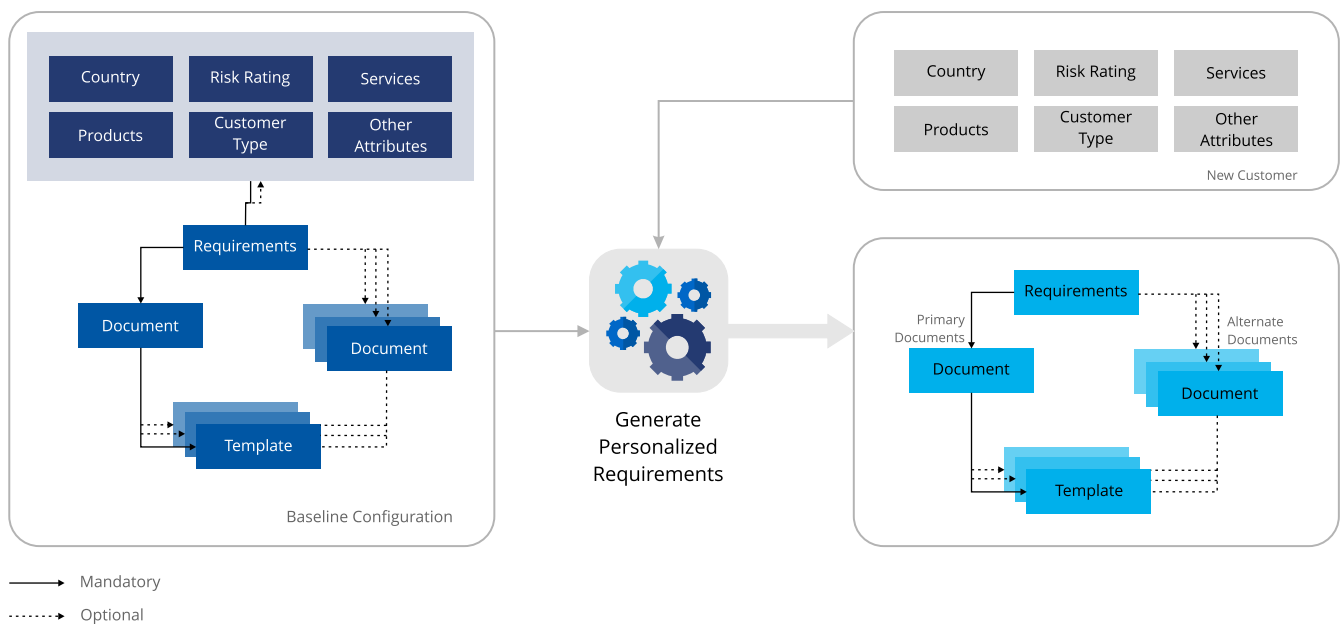
Global organizations across various domains still rely on outdated, complex, inflexible processes and technologies in order to on-board and manage customers. Customer on-boarding requires constant collaboration and frequent modification of processes, to provide a better service and to stay ahead of dynamic requirements, related to Know Your Customer (KYC), Anti-Money Laundering (AML) and other contractual regulations. The on-boarding process often spans across departments and can lead to communication challenges and errors if the processes are manual.

## Key Challenges in Customer On-boarding

- ◆ Currently less than 30% of organizations provide an 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) initiatives are challenging organizations. They expect organizations to be efficient in customer management by using data from multiple sources to gain insight, react quickly and protect the organization's reputation
- ◆ Identifying the requirements of a customer when new products and service offerings are added
- ◆ Adding new regulatory requirements that are time-bound
- ◆ Integrating and interfacing with systems (e.g. WorldCheck, ECMS and in-house applications)
- ◆ Providing standard/non-standard workflow for approvals and ease of use
- ◆ Need for real-time dashboards to monitor SLAs and deadlines



## Incessant's Customer On-boarding Framework



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

- ◆ Streamlines and automates the business processes through collaboration with multiple participants across the enterprise
  - ◆ The 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 and country of residence)
    - Mandatory/non-mandatory requirements a customer has to satisfy based on products and services (e.g. KYC requirements, contractual and verification)
    - Document types that a customer is required to provide for each of the requirements
    - Approval processes around requirement types
  - ◆ Automatically determines the important characteristics of customers at the time of registration
- The Framework:
- ◆ Generates personalized requirements that have to be satisfied
  - ◆ Adds or amends specific requirements for a customer on-boarding
  - ◆ Integrates with interfaces to carry out various checks to validate customer's authenticity
  - ◆ Monitors SLAs, generate multiple reports and maintain audit trails
  - ◆ Enables organizations to adapt to new changes or amendments imposed by regulatory and compliance authorities
  - ◆ Personalizes communications to customers as appropriate
  - ◆ Correctly and consistently generates the same set of requirements to be completed every time a new customer with the same characteristics is onboarded

Streamline, accelerate, and enhance your customer's digital on-boarding experience

## Benefits of the Framework

- ◆ No coding is required to add additional new products, service offerings or requirements
- ◆ A new service offering can be configured and made available to the business in a matter of days instead of weeks. This significantly reduces the IT expenses corresponding to deployment and release management
- ◆ Automatic tracking and reporting of overdue tasks and SLAs, improving the overall on-boarding processes by 60%
- ◆ Ability to consistently and correctly generate tasks based on products and services therefore reducing discrepancies by at least 30%
- ◆ Any changes to the framework can be seamlessly rolled-out on tablets, phones and other mobility platforms without the need for platform specific coding
- ◆ Improves overall visibility of the on-boarding processes within the organization and increases operating efficiency by at least 20%

---

## The Incessant Technologies Advantage

- ◆ More than 1200 person years of BPM experience and over 200 successful BPM implementations
- ◆ Proprietary BPM software delivery methodology, Incessant Delivery Assurance (IDeA)
- ◆ Industry leading Diamond project staffing model with 70% more seasoned resources versus industry standards
- ◆ Consistently ranked high in Appian's A-score program for methodology, proficiency and delivery quality
- ◆ A one-year Talent Onboarding training programme that includes Appian & Domain enablement

