



Case Studies

Primary Case Study Focus: Activity Focus, Banking & Finance

Client: Top 5 UK Bank

Client Profile

Based in the UK with operations across Europe, this client has over 26,000 employees and conducts business in a wide variety of banking and finance related markets. The company annually generates more than \$1 billion in profit and has consistently been rated as one of the top five UK banks.

Business Situation

Personnel working in back office environments at the client's locations use several software applications including CRM and personal productivity tools to complete their business processes.

In order to prove compliance with external regulations and internal procedures and improve the efficiency of their operations, the client conducted time and motion studies on small selected groups of individuals. This was an inefficient process that analyzed only a small proportion of the total operation and was conducted under ideal operating conditions. It did not reflect the actual processes used across the entire back office operation.

Compliance with both external and internal standards required not only the use of theoretical business process models but also the provision of empirical evidence of compliance. The client also wanted to implement a compliance solution that delivered a return on investment, either through increasing the efficiency or maximizing the quality of their operations.

Solution Description

Using Activity Focus software from Iontas and an SQL database on a dedicated dual Pentium III 1GHz processor with 1GB RAM server, a solution was built for the client that proves procedural compliance and maximizes the efficiency of their operations.

Once the required hardware (dedicated server) was assembled, implementation of the solution on the first site of 300 users was completed within one day. Subsequent installations across the organization further reduced this implementation timeframe.

Activity Focus was installed on over 2,000 machines in under four hours and was providing valuable information on the very first day of installation.

During implementation, there was no curtailment of on-going operations. Activity Focus works alongside existing technology and is not disruptive to day-to-day operations.

Activity Focus analyzes and manages how software systems are used – as people implement business processes using software applications, Activity Focus provides documented proof of compliance with procedures and delivers process information that allows maximum efficiencies to be implemented and controlled.

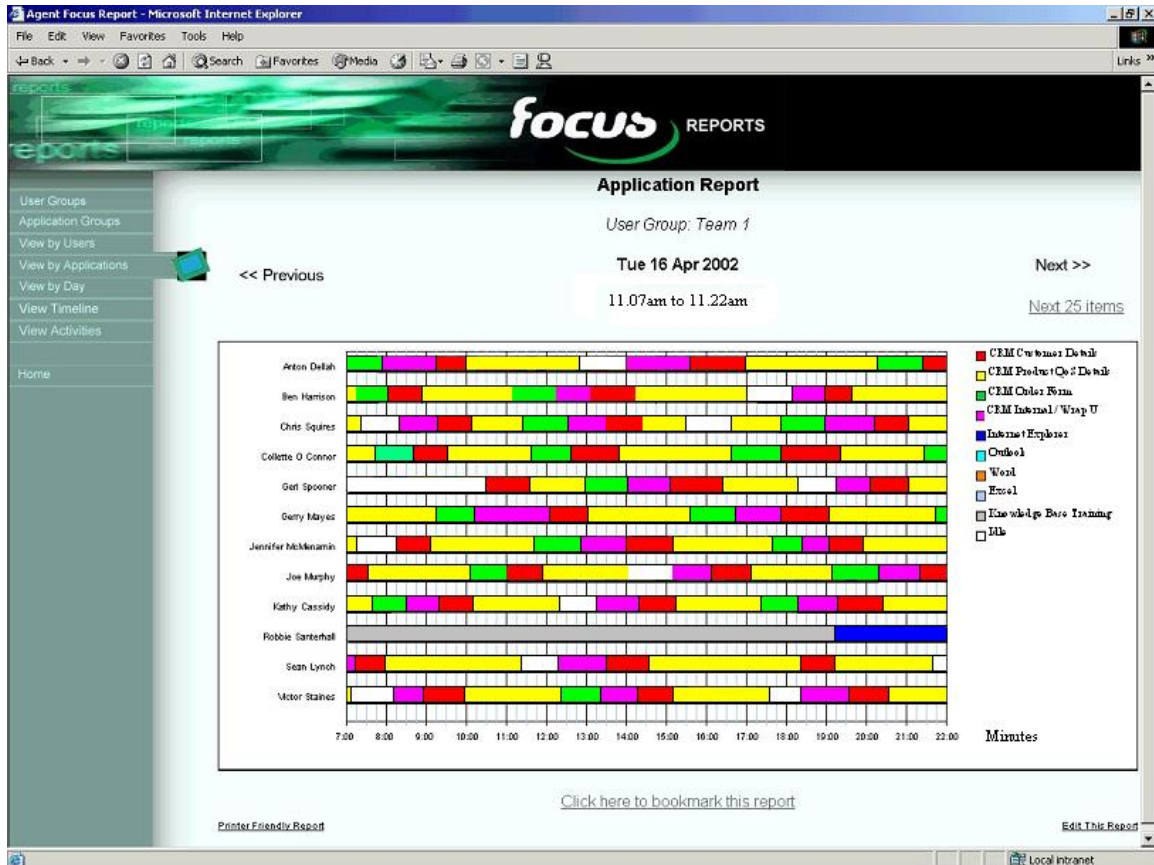


Diagram 1: Process Timeline

Within two weeks of installation, Activity Focus had identified and prevented over 300 non-compliant transactions per day and delivered an average 12% increase in the efficiency of the business processes analyzed.

With access to a detailed description of how their business processes are implemented, the client was also able to analyze, recommend and manage appropriate changes to procedures and measure the effects of these process modifications.

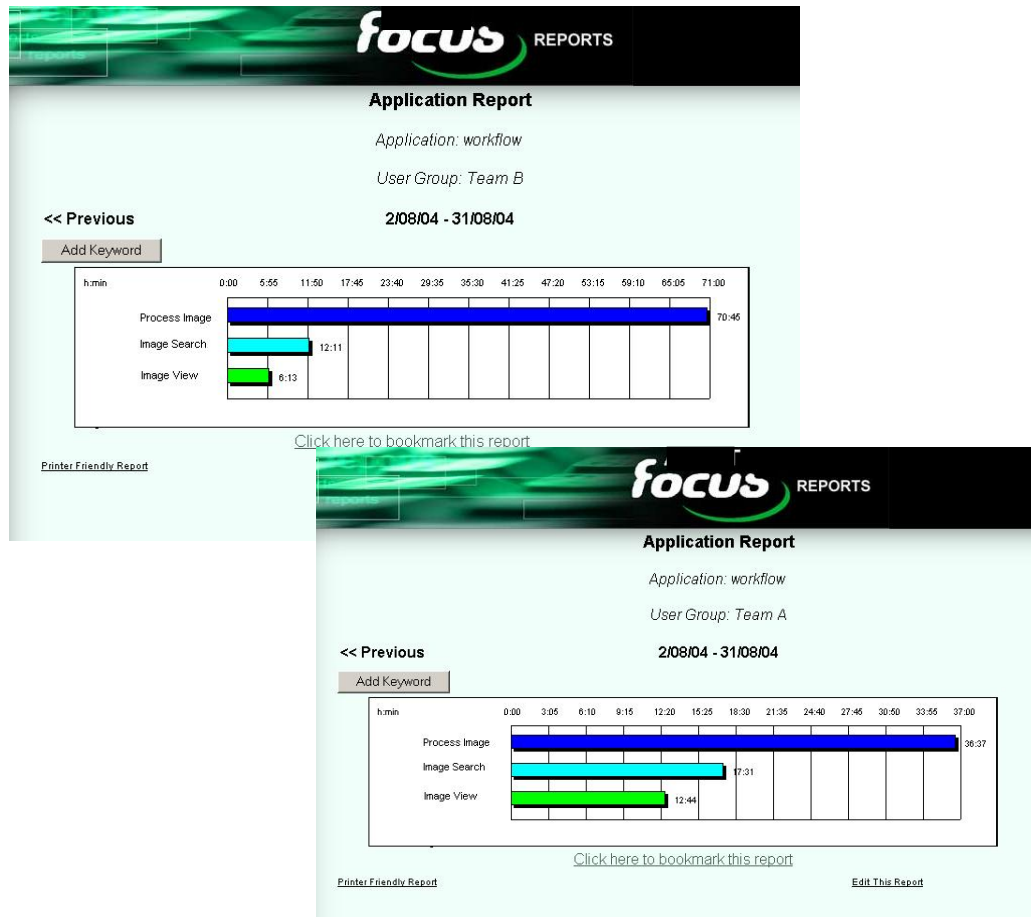


Figure 2: Comparison of Teams

Process efficiencies have been delivered using three different approaches:

1. Modifying the methods used by staff to operate their software tools including managing the workflow through enterprise wide tools such as the CRM system. For example, comparing teams of back office staff allowed the client to identify the 'golden users' whose processes and methods were then replicated across the different teams.
2. Adapting processes that involved both IT systems and manual operations. In one instance, staff using a CRM tool to process financial information would be required to send a fax to the customer in approximately 20% of cases. By automating this procedure, the disruption of moving away from the desk, printing and sending the fax was removed.
3. Organizing the software systems and their associated data sources to provide maximum assistance to the employees e.g. staff in a call center researching data for clients often had to pass through five layers of structure on a web based database to get to the required information. By flattening out this data source, the search procedure was reduced by 40%.

Key Benefits

Proving Compliance: The Activity Focus solution provided documented proof of compliance with both external regulations and internal procedures.

Increased Productivity / Efficiency: The client had an internal goal of productivity improvements in excess of 20% within an 18 month timeframe. Within two months, 15% gains had already been achieved. The return on investment for the project was achieved within three months.

Improved Customer Satisfaction: greater efficiencies in the processes that interfaced to the client's customers has led to improved customer satisfaction ratings. Faster and more comprehensive service has delivered a customer experience that reflects the client's commitment to quality of customer care.

Increased Revenues: increasing customer satisfaction and providing efficient processes that allow maximum benefits to be derived from customer contacts will continually help to increase customer retention and protect and grow existing business.

Other Benefits

- ✓ Change management – analyzing, planning and measuring the effects of change.
- ✓ Identification of critical software tools and the ability to concentrate maintenance, support and training in these assets.
- ✓ Identification of specific training requirements and the effects of training.
- ✓ Rapid implementation and benefit return time.

Within one week, process efficiencies of over 8% had been created and within two weeks this figure had increased to 12%. Over 300+ non-compliant transactions per day had been stopped, analyzed and remedied.

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