

# SOP design and documentation



**ANB has helped a leading private bank ride on the ‘digital-wave’ by helping design and document processes for its digital expansion.**

## client brief

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The client is a leading private sector bank in the country. The bank in its endeavours to create best in class customer experience through effective use of innovative technology launched a division called the Digital Circle. Digital Circle spanned across client servicing and relationship management, cross sell, up sell and new sell to existing and new to bank customers.

The client operated the digital circle platform from three geographical locations.

## business needs

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As technology has rapidly evolved over the years so too has the retail industry. In a world where retailers need to work hard to retain their customer base, developing a strong digital marketing capability is business critical. The digital marketing business for the retail bank was spread over various location and despite being under one unit inconsistent practices were followed. Standardisation in the process was required by identifying the differences and inefficiencies in processes followed across locations. Detailed scrutiny to identify possible overlaps and inconsistencies. Benchmarking to best process across locations and redesigning the process in line with the benchmark process. Designing process for Hiring, Training, Quality and defining parameters for key performance indicators was also a part of deliverables.

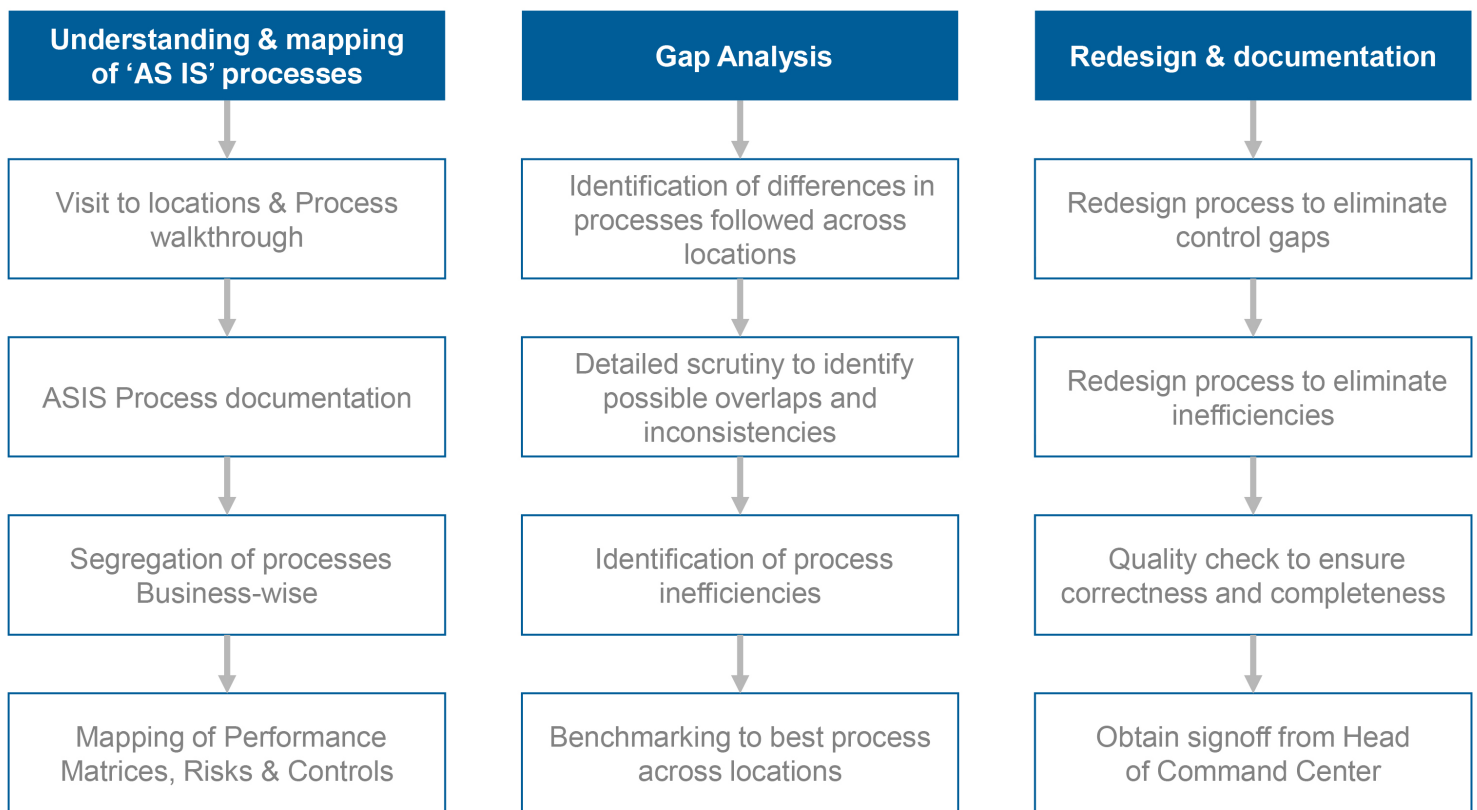
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## challenges

The digital wave being a recent phenomenon in the banking industry, the client was looking at synergizing its banking expertise with digital medium and at same time achieve the standardization across processes & locations.

## solution approach

ANB with its expertise in banking industry and helped design and document processes for several banking and financial clients assisted the Digital Retail team in documenting and setting up a Centralised monitoring function, at the same time defining parameters for key performance indicators for the management.



## what ANB can do?

- ANB with its vast banking experience help you design and document existing as well new business processes.
- It can help you benchmark processes across locations and redesigning the process in line with the benchmarked process.
- It can help define parameters for key performance indicators which would be essential in evaluating efficacy and effectiveness of existing business processes.

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