

# CASE STUDY

## Digital transformation: A Customer-First Approach Commercial Banking Onboarding Solution (KYC) London HQ

On the back of the financial crisis and subsequent UK Government bailout, a major UK financial banking institution was seeking to improve its end-to-end business processes and client experience, through a digital onboarding solution.

x3 Associates (contracting) was engaged to establish an agile team, made up of end-to-end frontline process experts, to develop a low-cost agile Know Your Customer (KYC) digital solution, to inform the much larger digital laboratory design and development programme.

As Scrum Master/Master Lean Six Sigma Blackbelt, the agile team was empowered to simplify, standardise and automate a solution that significantly reduced unnecessary delays for new to bank customers.

- Prioritised a customer-first and bottom-up approach
- Conducted rigorous testing methodology
- Collaborated closely with key end-to-end key stakeholders
- Successfully optimised the digital transformation solution.

Through a simple new Data Collection Form (DCF), onboarding times are slashed by 40% as end-to-end quality improvements drove unnecessary hand-offs backwards and forwards across departments.

The robust and rigorous solution was so successful, it safeguarded the Mid-Markets business from a previous costly implementation, saving £Ms for the bank and protected its reputation.

We provide agile solutions that that met the Bank's needs:

- **standardise:** develop end-to-end process capability
- **simplify:** remove unnecessary waste and simplify the process
- **then automate:** apply new technologies and robotics through rigorous agile testing.