



Customer Success Story: SkandiaBanken

Overview

SkandiaBanken is the top internet retail banking firm for customers in Sweden, Norway, and Denmark and is part of the Skandia Global Finance Group. SkandiaBanken has over 840,000 customers and offers a full range of banking services focusing on fund selection, concept development, and market support and services for private and business customers.

Challenge

While SkandiaBanken faces many of the same challenges as other major banks, its particular area of expertise is internet banking services so the expansion and enhancement of its online banking capabilities is critical to success. And with increasing competition in the online banking industry, SkandiaBanken is continually challenged with developing new services and providing the best customer services possible. To address these challenges and grow its leadership position, SkandiaBanken needed a solution that could increase efficiency and automate the human-to-human and system-to system processes involved in offering a secure online banking solution to its customers. A key to success was finding a solution that would provide a common platform for the management and handling of all of the business-critical processes related to the receipt and processing of customer applications and transactions in the online banking system.

Solution

With the guidance and advice of Creuna, a well-established Metastorm partner, SkandiaBanken selected Metastorm BPM® to improve its online banking capabilities. Metastorm BPM would allow the bank to automate the management and processing of customer requests and transactions entered

Highlights

Financial Services

Processes Enabled:

- Customer application processing
- Online banking access
- Customer service

Customer Benefits & Results:


- Decreased manual data entry for customer service staff
- Simplified online customer registration process
- Increased focus on customer service excellence
- Provided foundation for a more robust online banking tool – the core of SkandiaBanken’s business
- Increased agility and ability to respond to change

through its online banking system, including SkandiaBanken’s mortgage and loan application process, as well as provide the common platform it needed to streamline all of its core processes. SkandiaBanken found that Metastorm BPM was able to automate its mission-critical processes and provide the agility necessary to adapt to the many changes and enhancements necessary to keep up with the dynamic online banking industry.

Metastorm BPM was also chosen as the solution to improve SkandiaBanken’s processing of online applications for its banking services and online access. Metastorm and Cruena were able to analyze SkandiaBanken’s processes and IT systems for the processing of account applications and easily automate to improve the processes. SkandiaBanken deployed Metastorm’s solution quickly and realized fast results from the user friendly, browser-based forms with built-in logic and automation. Metastorm’s integration capabilities also enabled SkandiaBanken to leverage data across existing systems. This solution was a perfect match for SkandiaBanken’s business infrastructure and its objectives for efficient and safe customer service.

Results

SkandiaBanken has realized tangible, competitive results from the implementation of Metastorm BPM, including a decrease in the manual work required by the customer service staff and the simplification of the online registration process for new customers. This enables SkandiaBanken’s customer service employees to focus on more critical projects and enables its



customers to enjoy the convenience of using an online tool to access financial information. SkandiaBanken has also used Metastorm BPM to provide easy and safe applicant identification using internet ID and digital signature technology.

In addition, Metastorm BPM is able to leverage the logic of SkandiaBanken's various IT systems to integrate information across systems preventing duplicate or incorrect information from being entered. Metastorm BPM has also provided SkandiaBanken with the capability to automate and improve the efficiency of its processes and routines as demands and needs change. This allows SkandiaBanken to provide its customers with the most up-to-date and easy to use online banking system. Most importantly, the Metastorm BPM software, combined with expertise in implementation from Creuna, provided SkandiaBanken with a solution that was easy to implement, simple to maintain and agile enough to expand to the ever changing demands of SkandiaBanken's financial business environment.

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