

CIMB GROUP REDESIGNS ITS ACCOUNT OPENING PROCESS

CIMB Group, headquartered in Kuala Lumpur, is Malaysia's second largest financial services provider and the third largest company on the Malaysian stock exchange. It offers a full range of financial products and services, including consumer banking, corporate and investment banking, insurance, and asset management, and its retail banking network of over 1,100 branches is the largest in Southeast Asia.

What's wrong with this? Not much, except management wants to do even better. The company launched a five-year information technology transformation initiative in January 2008 to align its information technology investments more closely with its resources. It used the ARIS business process management (BPM) tool from IDS Scheer to identify 25 different areas for improving technology, people, and processes. The ARIS software helped identify gaps and inefficiencies in existing processes.

The process of opening an account at a retail branch was singled out as needing improvement. Improving this process was given high priority because it provided customers with their first impression of CIMB Group's service and customer experience.

The old account-opening process was cumbersome and time-consuming, requiring filling out four separate data entry screens for customer information, account details, name and address details, and details concerning the automated teller machine (ATM) card. New technology created opportunities for a short-cut. Malaysia has a compulsory identity card for its citizens and permanent residents known as the Government Multipurpose Card, or MyKad. It is the world's first smart identity card, incorporating a microchip with identification data (such as name, address, gender, and religion) and capabilities for user authentication, government services, electronic payments, education, loyalty programs, mobile applications, and other conveniences.

CIMB Group's systems-building team modified the front end of the customer account system to reduce the number of data entry screens and to accept customer data obtained from scanning a MyKad card. By automatically extracting most of the identification data required to open an account from a MyKad card, CIMB only needs to use a single data entry screen to set up a new account. CIMB Group was thus able to streamline the account-opening process, reducing the time required to open a bank account by 56 percent. The experience became more personal and engaging for both the bank officer and the customer. Productivity has increased, lowering CIMB Group's cost by 8 to 9 percent annually.

Sources: Avanti Kumar, "Reaching for the Skies," MIS Asia, April 16, 2010; www.ids-scheer.com, accessed October 5, 2010; and www.cimb.com, accessed October 5, 2010.

