

Sampath Bank Sri Lanka Achieves Exceptional Customer Services via the “Branch-in-a-Kiosk” Project

Background:

With more than 30 years of financial services in Sri Lanka, Sampath Bank is recognized as the best retail and commercial services bank in the country. True to its commitment for digital transformation, and aiming to provide exceptional customer services, Sampath Bank PLC, was looking for a solution that would enable the bank to provide customers with 24/7 banking services, offering the full range of banking transactions. The solution would be integrating branch counter, ATM, Internet and phone banking, offering the same, seamless customer experience via all the above points of interaction.



The new Virtual Teller Machine installed in the Bank’s Super Branch in Colombo offers 24/7 full banking services in a fraction of a branch’s footprint and costs

The Solution:

To fulfil all the above requirements, Sampath Bank selected Transaction Systems’ integrated banking solution: The Remote Teller Station (RTS), a compact kiosk which can be used both as traditional unattended terminal as well as a remote teller. During the first phase of the project, the solution has been installed in the Banks’ Super Branch in Colombo, and is currently performing almost all available branch transactions making the “Branch-in-a-kiosk a reality.

With its versatile modular design, RTS enables migration of complex counter services and customized financial consulting services to the self-service terminal. Over 99% of counter services are available on RTS, thus it can be utilized for branch transformation or teller-less branch. Thanks to its unique LiveBank platform by Ailleron, customers are able to perform almost all of their banking business via real-time video interaction and guidance of remote teller, thus creating a virtual branch with all the features of a physical one.

The solution allows Sampath Bank to offer services on a 24/7 basis, using dynamic offers and real-time online assistance through video, text chat, click to call, and co-browsing functionalities. It is a unique platform with built-in support for the Bank’s sales and operational processes, including cross-selling/up-selling through the presentation of personalized offers and the possibility of problem-free handling of many issues during a single video session, with the option of switching the customer to experts in the requested areas.

The Benefits:

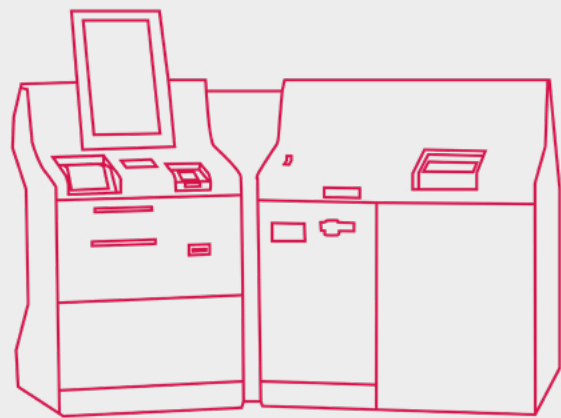
Embarking on a journey towards digital transformation, Sampath Bank was looking into ways to reduce their branch network operational costs, and at the same time remain competitive, offering customers with a seamless omni-channel experience. For the first time in Sri Lanka, the Bank introduced real time account opening along with debit card issuing via the remote teller machine; bringing the Bank into the forefront of innovative, digital services offering. Among the manifold benefits:

For the Bank

- ▶ Network footprint expansion with the minimum investment
- ▶ Extended operation hours, up to a 24/7 basis, resulting in an overall increase of the total number of executed transactions per terminal; increasing also the revenue for 3rd party transactions such as bill payments
- ▶ Customer service cost optimization
- ▶ Pressure relief during high peak days and hours
- ▶ Increased revenues from more satisfied customers
- ▶ Improved operational efficiencies for the bank
- ▶ Fast track journey towards digitalization
- ▶ Speed up account opening process approximately by 85%, utilizing a 100% digital process
- ▶ Speed up debit card provision for renewals, lost & stolen by approximately 90% of the original time, without the need of a physical representative of the bank to be present
- ▶ Introduced for the 1st time sales and consulting activity through a Self-Service Terminal, utilizing existing call centre infrastructure
- ▶ Modernized back-office procedures due to the initial digitalization of front office transactions initiated in the RTS
- ▶ Leverage of specialists by redirecting video calls to agents with specific banking experience

For the Bank customers

- ▶ Enhanced, tech-friendly experiences
- ▶ Increased customer satisfaction
- ▶ Effective, and hassle-free 24/7 self-service banking experience
- ▶ Greater choice and convenience offering
- ▶ Supreme omni-channel customer experience
- ▶ Introduced an easy, friendly and untroubled way of doing banking with regards the specific customer segments such as elders
- ▶ Approached young customers e.g. Millennials, Generation Z, etc., through innovation and video banking introduction
- ▶ Video support was introduced for any customer that was facing difficulties during a transaction



"With technological innovation at heart, Sampath bank has been able to differentiate itself from competition and stand out as the bank of choice for many Sri Lankans."

Ajith Salgado, Group Chief Information Officer, Sampath Bank PLC.

"With the introduction of the first ever Virtual Teller Machine in Sri Lanka in collaboration with Transaction Systems and Ailleron, the customers of the bank are now empowered to carry out services including accounts opening and card issuance with PIN nomination, by themselves at their convenience. The solution offers the key to improve banking processes and helps to meet the objectives of customer relationship management in retail segments".

Ajith Salgado, Group Chief Information Officer, Sampath Bank PLC.