



TRANSFORMING CUSTOMER ONBOARDING AND ACCOUNT MANAGEMENT WITH STREAMLINED PROCESSES

Simplifying Complex Onboarding Processes to Enhance Customer
Experience and Boost Operational Efficiency

About the Customer

The client is a consumer division of a multinational financial services conglomerate with over two centuries of banking experience. Headquartered in New York and operating over 2,500 branches across 19 countries, the organization offers a range of financial products and services to individuals, businesses, federal governments, and institutions.

Engagement Story

Over time, the Special Titles Account opening process had become increasingly complex and inefficient. The existing system relied on paper-based forms and manual verification at local branches, which worked adequately when customer volumes were low. As account openings grew, however, the process struggled to keep pace, creating bottlenecks in wealth management operations and contributing to missed revenue opportunities.

The lack of a centralized platform also meant that individual branches developed their own account management methods, leading to inconsistent practices and compounding KYC and compliance risks. The organization set out to modernize its account opening process to address these challenges by building a centralized, agile administration system aligned with evolving regulatory standards.

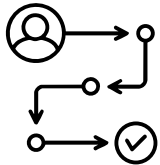
Account opening and business validation were time-consuming activities that kept branches occupied.

Key Business Challenges



Visibility Gaps

The absence of centralized oversight created blind spots in data accuracy and compliance tracking.



Inconsistent Customer Journey

Manual approvals and localized workflows prevented smooth customer interaction and delayed service delivery.



Evolving Regulatory Compliance

Frequent updates in KYC and legal frameworks required an agile solution that could adapt quickly.



Revenue Leakage from MLP 1/2/n Accounts

Inefficiencies and untracked processes led to visible revenue losses, demanding an immediate remedy.

Special Title Accounts were logged manually and managed locally, leaving the Central Account Management team with limited visibility.

Desired Goals

- Automate the Special Title Account Opening process.
- Guide users through interactive and informative workflows.
- Auto-generate essential certificates and forms.
- Integrate seamlessly with core banking systems to ensure real-time data updates.
- Prevent revenue leakage by resolving gaps in MLP account management.

Solution

Built with Proven Pega Expertise

Leveraging extensive experience with Account Onboarding Case Types in Pega PRPC, EvonSys developed the Special Title Account Onboarding (STAO) tool.

Smart Reuse of Existing Components

The solution reused the Small Business Account Onboarding (SBAO) flow wherever possible, an approach made seamless through Pega's Situational Layer Cake concept.

Accelerated, Agile Development

An agile delivery model ensured client collaboration at every stage, enabling continuous feedback and faster turnaround.

Unified System

The team created a single platform connecting branch and central bankers through automated email communication.

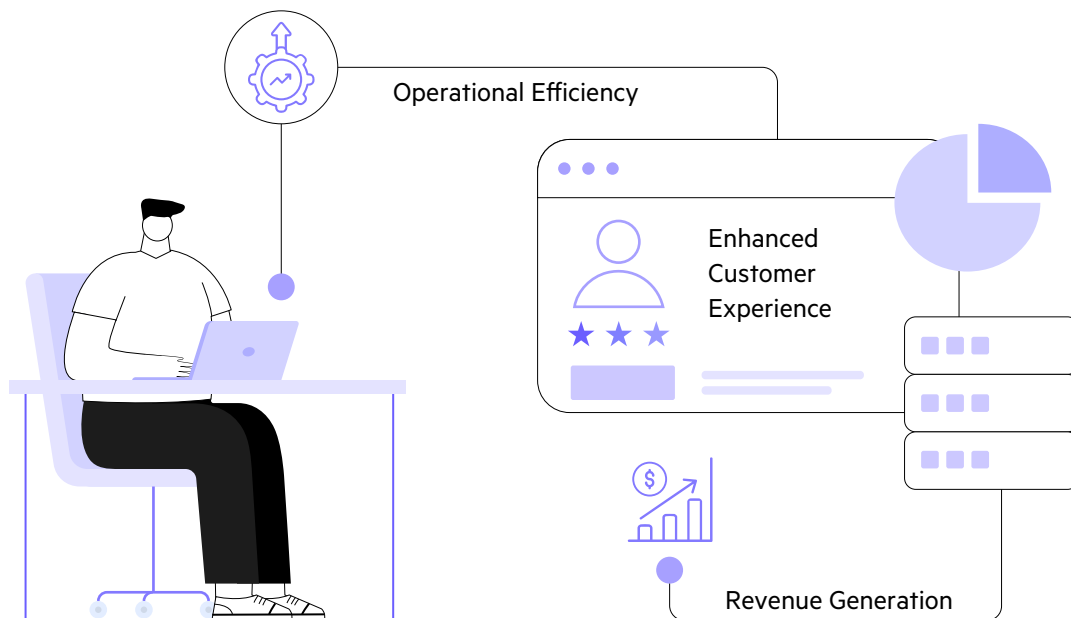
Rapid Implementation and Upgrades

Developed on Pega PRPC 7.2, later upgraded to version 7.4, ensuring long-term maintainability and scalability.

Key Activities Involved

- Developed the application on Pega PRPC (version 7.2, later upgraded to 7.4).
- Used Pega Case Management to structure workflows for Special Title Accounts.
- Centralized branch and central banker operations into a single system.
- Automated banker communications through email.
- Integrated the Pega system with the FileNet document repository via SOAP messaging.
- Dynamically populated UI labels using global resource settings.

Business Outcome



Operational Efficiency

Provided transactional visibility, smooth customer interactions, and eliminated redundancies with up-to-date branch data.

Enhanced Customer Experience

Reduced pain points for customers, eliminating unnecessary branch visits.

Revenue Generation

Swift resolution of MLP 1/2/n accounts for improved revenue recovery.

Client Testimonial



With a dozen different account management techniques adopted across our branches, the inconsistencies and inaccuracies in data kept growing at an alarming pace. We knew something had to be done and fast. We also had to ensure minimal downtime to avert further discontent amidst our customers. Partnering with EvonSys was exactly what we needed at that time. The working experience has been phenomenal. They stood by us right from the start to the launch. They even surprised us with a few innovative features that brought delight to our customers. I would strongly recommend EvonSys as your Pega partner any day.



Simplify complex processes with EvonSys

Talk to our experts



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