STUDENT BRIEF

DESIGN AN AI-ENABLED ONBOARDING SOLUTION FOR BANKING

Kyndryl

Summary

Kyndryl is a global IT services company that helps businesses modernise and manage complex infrastructures, including in banking and financial services. Your challenge is to design an AI-enabled onboarding solution for a Tier 2 UK bank that's struggling with delays caused by fragmented legacy systems. This solution needs to streamline processes, enhance customer experience, and ensure compliance with strict regulations like KYC and AML. The output should include a clear process design, practical use of AI, and strategies for successful adoption by staff and customers.

KEY WORDS

AI in banking, customer onboarding, legacy systems, automation, KYC, AML, predictive analytics, change management, UK banking sector.

INDUSTRY

Banking, financial services, IT infrastructure.

FOCUS

- Delays and inefficiencies caused by legacy systems.
- Use of AI tools for automation and predictive analytics.
- Regulatory compliance in onboarding (KYC, AML).
- Customer expectations for digital-first experiences.
- Change management strategies for staff and customers.

Brief

I'm part of Kyndryl's team that works with banks to modernise their technology. One of the biggest headaches we see in this sector is onboarding new customers. For many banks, especially Tier 2 ones, the process is slow and clunky because their systems are outdated, fragmented, and reliant on manual intervention.

That's a serious problem in a market where 70% of customers say onboarding influences their decision to stick with a bank or walk away.

The challenge we're asking you to tackle is this: how can AI be used to create a faster, smoother onboarding experience for customers, while still meeting the strict regulatory requirements banks face? The bank we're focussing on needs a solution that integrates with its legacy systems, which are unlikely to be replaced anytime soon. It also needs to comply with KYC (Know Your Customer) and AML (Anti-Money Laundering) rules, which are non-negotiable. At the same time, the solution must be intuitive and customer-friendly, because expectations for digital-first and mobile-first experiences are higher than ever.

You'll need to think about several aspects. First, how AI tools like automation and predictive analytics can improve the onboarding process—for example, by reducing manual processing, flagging compliance risks early, or tailoring the experience to the customer's needs. Second, how those tools can work alongside legacy systems without requiring a complete infrastructure overhaul. Third, what lessons can be learned from other banks that have successfully used AI in onboarding, and how those lessons might inform your proposal. Finally, how you'd approach change management to ensure the solution is adopted by both the bank's staff and its customers.

Your deliverable should be either a detailed report or a presentation laying out your proposed solution. It needs to include:

- A description of how the onboarding process would work.
- The role of AI and automation in streamlining it.
- How the solution integrates with legacy systems.
- Compliance considerations, particularly around KYC and AML.
- A change management strategy for adoption.

Publicly available examples or case studies from other banks will strengthen your proposal. Use credible sources like industry reports, regulator publications, or sector trade press, and cite them properly. Diagrams or flowcharts showing how the process works are also welcome.

This is a tough problem, but that's the point. There's no single "right" answer—what matters is how well you justify your thinking and how practical your recommendations are.