

Faster Account Opening Yields Happier Customers

BBVA Banco Continental Peru increases customer satisfaction and streamlines workflow by speeding credit checks and new account creation.



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THE CHALLENGE

Established over 50 years ago, BBVA Banco Continental is a leading financial institution in Peru. It has more than 200 offices, 350 ATMs and 2,900 employees throughout Peru. BBVA Peru is part of Grupo BBVA, a financial conglomerate operating in more than 30 countries.

Big, long-established organizations often have long-established processes. BBVA Peru was no exception. Their process to consult with a new customer and open a bank account took about seven days. This delay risked BBVA losing prospective customers. Management wanted to improve this document process by digitizing credit evaluation documents and immediately integrating these into the bank's existing systems.

THE SOLUTION

After evaluating the bank's workflow, we presented an ideal document management solution. We installed 378 Xerox® DocuMate® departmental scanners in all branches, and trained employees to automatically scan bank credit documents, including applications and plastic ID cards.

We also helped the bank define a new process for credit approvals and information flows. Once the credit approval department gained success with this new solution, we implemented it across all of the bank's departments.

The next steps in the solution included installing multifunction printers (MFPs) in all national offices and at the Lima headquarters, and provide services for production printing.

THE RESULTS

Now BBVA Peru can send documents across the country in minutes instead of days. Our solution quickly digitizes documents and ID cards, and easily integrates into the bank's existing Linux architecture. This lets employees immediately transmit documents from any branch to the headquarters in Lima.

By substantially reducing time to set up new accounts, customers are happier, and revenue is growing from new clients. Installation, training and maintenance are a snap, which saves BBVA Peru more time, and reduces IT hassles.

As other bank departments adopt our solutions, end-to-end document workflow is flowing smoothly and securely across the entire organization.

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