

**Watson**



# Driving growth in financial services

Minimize risk by optimizing processes with IBM Blueworks Live

Today's financial services firms must continually optimize their processes to speed time-to-market, improve service quality and meet compliance requirements. Customers want more than mobile banking options—they demand full-service experiences that are faster and easier than ever before. But how do you eke out efficiencies from inherently complex processes, often involving different lines of business, internal and external stakeholders, and multiple third-party entities? Enter process modeling.

Process modeling is an essential way for financial services companies to document activities for operational efficiency, understand how to improve processes to drive higher returns, and expand the use of automation to manage risk and facilitate compliance. Of course, the ultimate goal is improving the customer experience in a highly competitive environment.

Yet, many financial services firms still rely on basic diagramming tools—or a mix of whiteboards, sticky notes, and photos captured on a smartphone—for their process documentation. Version control is a nightmare, files are easily misplaced, and keeping the software licenses up-to-date is another burden for IT staff. To improve their processes and enable true efficiencies, companies need a purpose-built process modeling tool.



# Revamping processes to build customer loyalty



IBM Blueworks Live is a cloud-based business process modeling tool that makes it easy to document, analyze and improve your business processes. Business analysts, risk and compliance managers, and other subject matter experts can work together using an intuitive web interface, identifying ways to make processes more efficient. And these diverse teams can collaborate from anywhere.

Unlike basic diagramming tools, Blueworks Live provides you with a dedicated, online space for building and improving business processes. Key features include:



**Quick-start templates** for driving greater efficiency and value across complex operations, while managing the risks associated with dynamic change



**Support for real-time collaboration** to allow team members in different locations to easily share ideas with a big-picture view—ultimately improving customer service



**A centralized process repository** to provide a single source of truth for lowering transaction costs, updating processes and facilitating compliance



**Automatic process layout** for generating Business Process Model and Notation (BPMN) 2.0 models, streamlining operations for a competitive advantage



**Compatibility with automation tools** to improve the flow of data and collaboration between all internal and external parties to a transaction—helping boost efficiency and manage risk



# IBM Blueworks Live in action

Here are some examples of how IBM Blueworks Live is being used around the world to create dramatic benefits in financial organizations like yours:



To improve and streamline the customer experience for millions of customers, one global banking institution uses IBM Blueworks Live as part of a process automation solution to create an environment that facilitates for multiple iterations and accelerates process rollout. With the new solution, the bank can roll out automated multichannel customer processes 88 percent faster, and it increased its customer satisfaction around automated, multichannel services from a negative Net Promoter Score (NPS) to an NPS of 70. The cloud-based Blueworks Live software also serves as the central repository to document customer journeys, and staff worldwide can access it.



One financial institution uses Blueworks Live to help achieve its mission of becoming a process-driven organization. To better serve its customers, the organization sought a solution to help identify, document, and reuse processes, and to provide a more comprehensive understanding of how those processes work together. They started by building an overarching enterprise process map with all the organization's processes divided into categories. The organization was then able to use insights from Blueworks Live to identify points of redundancy and bottlenecks. As result, they were able to modify processes to improve customer satisfaction ratings and dramatically reduce cycle times, such as for loan approvals.

## How IBM can help

By modeling processes with Blueworks Live, financial services companies can embrace automation to improve the customer experience. IBM offers a scalable platform for automating repetitive tasks, content management, process workflows, data capture and business decisions—freeing up your humans for higher-value work. Simply export your process models into the tool of your choice. With an established ecosystem and industry expertise, IBM can help transform your processes for lasting value.

To learn more about Blueworks Live and try a free 30-day trial, visit: <https://www.ibm.com/products/blueworkslive>

### Why IBM Blueworks Live for financial services?

- Address increasing process complexity, rising costs and slow, inaccurate processing
- Comprehensively identify and document key business processes
- View processes to recognize bottlenecks and inefficiencies
- Handle processes that span disparate systems, including databases and applications