

HDFC Bank was incorporated in August 1994 and commenced operations as a Scheduled Commercial Bank in January 1995. Today it is the second largest private sector bank in the country and boasts of an enviable customer base and corporate profile. Its business model has been widely acknowledged for the inherent focus on four core values—customers, operational excellence, product leadership and people. Over the years, the bank has grown through a steady evolution and granular planning which has allowed it to scale up to its current heights.

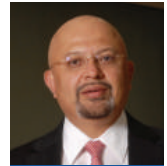
The challenges

HDFC Bank, since its inception, aimed at becoming a world class Indian bank. The senior management of the bank was determined to set benchmarks of service quality and operational efficiency for the world to follow. Given this vision, scaling up to 2564 branches in 1416 cities and serving a customer base of over 25 million like it does today, was certainly a daunting task. Right from integrating its branches through a core banking solution to augmenting the efficiency of its large workforce, the bank required seamless integration of various communication solutions across the board. Emergence of alternate channels of interaction with the customer like mobile banking, internet, ATMs, etc. posed a challenge for the bank as it began to establish its dominance in the Indian market.

The solution

It was apparent that technology driven through advanced networking and computing solutions was the key to overcoming the aforementioned challenges. HDFC Bank decided to use technology to drive its business model and today is at the forefront of technology adoption in the BFSI sector in India. Over the years, Cisco has helped HDFC Bank incorporate many technology solutions

namely Cisco TelePresence for collaboration, besides advanced virtualization solutions for optimization of various IT hardware resources in the Bank's Datacenters. HDFC Bank's collections contact center features a bouquet of Cisco networking and collaboration solutions that have helped the bank grow its revenues from alternate channels like mobile, telephone and internet banking. HDFC Bank today is a transformational account for Cisco, which allows Cisco to develop innovative solutions that not only add value to the bank but also set global benchmarks in innovation.



Anil Jaggia,
CIO, HDFC Bank

The results

With over 2500 branches, HDFC Bank is clearly one amongst the largest Indian banks today. Its presence has gradually expanded from the urban centers to non-metro markets. Various collaboration and optimization solutions from Cisco over the years have helped the bank increase productivity of its 66,000 plus workforce in addition to reduction in cost of rolling out each new branch. Several innovative solutions from Cisco have helped the bank make its processes more efficient while assisting it in ensuring compliance to regulatory norms and effective risk management. HDFC Bank's website, ATM network and mobile banking are widely used in India and continue to delight customers through their simplicity of use and operational robustness.

Anil Jaggia, CIO, HDFC Bank says, "While everybody has access to technology, the real difference is in the way you use it. At HDFC Bank, we have always aimed at keeping things simple for the customer while complying with the highest standards of quality and security. Keeping an open mind to innovative solutions from Cisco has helped us serve our customers better and at a cost lower than competition."