



Bank breaks new ground with branch teller workload sharing

BSN dynamically balances service between urban and rural branches. Customers spend less time waiting and get a far better experience.

“A better life within your reach is our brand promise. Cisco helps us with that.”

Frederick Siew, Deputy Chief Executive, Bank Simpanan Nasional

Virtual teller machines offer branch-based self-service, allowing tellers from any location to remotely serve customers at any time.

Challenges

- Balance profitability, sustainability, and regulation needs
- Attract new Generation Y customers
- Improve productivity and cost-efficiency

With more than eight million customers and 400 branches, Bank Simpanan Nasional (BSN) Malaysia National Savings Bank touches almost every state and town in Malaysia. It's passionate about increasing citizens' quality of life—regardless of location or status—by ensuring they have equal access to savings, and other banking services.

BSN can now achieve that vision faster thanks to the groundbreaking virtual teller machine (VTM). This offers customers shorter queue times at any branch, whether it's rural or urban, because the bank can deploy shared teller resources quickly and efficiently between sites.

Case Study | Bank Simpanan Nasional

Size: 7100 employees

Location: Malaysia

Industry: Financial Services





Delivered as an end-to-end solution VTM's are enabled with video and audio, with scanners and signature pads for secure transactions.

Solutions

- Virtual teller machines enabled with Cisco® unified communications, video, contact center, and data center technologies integrated with core banking and CRM applications

Easy to acquire, quick to deploy

The VTM is built on the Cisco Business Edition 7000 platform with Cisco Jabber and Cisco DX650 for voice and video. It means employees can connect to any customer at any time from any location and any device. The software is hosted on Cisco UCS servers. Moreover, the VTM can be integrated with other technologies such as queue management systems.

Acquired through Cisco Unified Workspace software licensing, the solution was up and running in just two months. "Cisco was with us every step of the way—from strategic business concept to technical design and implementation," says Mohd Khalil Omar, Vice President, Information Technology. "They actively collaborated and partnered with our organization at all levels to make sure the project was successful."

Sharing the load for fuller service

As part of the initial rollout, 31 branches have each been equipped with three VTM's, all supported by 448 virtual tellers. Located at branches with less traffic, they can now assist colleagues at busier branches.



So far **31** branches have each been equipped with three VTM's sharing the expertise of **448** tellers



Instead of lining up for over-the-counter transactions, customers have the option of using a VTM. Requesting a ticket from the queue management kiosk, they have the option of over-the-counter service or using the VTM. On approaching the machine, a virtual teller appears on the screen. Besides typical over-the-counter banking transactions like account inquiries, the virtual teller can advise on other banking products such as loan applications.

State-of-the-art security built in

With features such as encrypted electronic signature, thumb print verification, and card identification, the VTM provides secure financial services. Voice, video, and data are protected at all times by Cisco firewalls.

Results

- New channel to help attract and retain customers
- Cost-effective way to grow retail banking footprint
- Better customer experience with shorter wait times

Greater community appeal and strong Generation Y attraction

The presence of VTMs is providing new reasons for people to visit their local branches. And they're pulling in younger and tech-savvy customers, too.

"Partnering with companies like Cisco and using new channels like the VTM offers a better banking experience," says Puspa Marina, Senior Vice President Strategic Communications. "It's attracting Generation Y customers who use technology all the time in their daily lives.

Game changer for the bank and its people

By diverting traffic from high to low footfall branches, BSN is boosting productivity and lowering its cost to serve. For the tellers involved it offers a natural progression, breaking away from specializations and developing new personal banking skills.

Transformational sales multiplier

The bank has created a new way to drive interactions. With the emphasis on service and cross-selling, this approach has been calculated to add three or more products per customer—a move that could see sales grow. "A better life within your reach' is our brand promise. Cisco helps us with that," concludes Frederick Siew, Deputy Chief Executive.



Products & Services

Collaboration

- Cisco Business Edition 7000
- Cisco Unified Workspace Licensing
- Cisco Desktop Collaboration Experience DX650
- Cisco Jabber technology
- Cisco VCS Expressway

Data Center

- Cisco UCS Servers

EN Solution

- Cisco Integrated Services Routers Generation 2 (ISR G2)
- Cisco Catalyst 2960X and 3850 Switches

Partner solutions

- VastComp Group and Alden Technologies (kiosk and banking applications)
- Telekom Malaysia (video and service provider elements)



For More Information

To learn more about the solutions featured in this case study, visit www.cisco.com/go/collaboration and www.cisco.com/go/financialservices

For more information about Bank Simpanan Nasional, visit www.mybsn.com.my



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