



PEGA® ONBOARDING FOR RETAIL BANKING

PROVIDE ENGAGING CUSTOMER ONBOARDING EXPERIENCES WITH SIMPLIFIED, AGILE PROCESSES

FINANCIAL SERVICES

AT A GLANCE

KEY CHALLENGE

Delivering customer-focused onboarding while efficiently maintaining multiple accounts can be a challenge with isolated systems and inefficient procedures. These fragmented processes translate into customer dissatisfaction, reduced compliance, and missed cross-sell/up-sell opportunities.

THE SOLUTION

Pega Onboarding for Retail Banking empowers banks to automate and optimize their new business and account maintenance processes. Leveraging the advanced technology of Pega 7, this solution provides pre-built, best-practice processes that enable exceptional customer onboarding experiences, dramatically cut processing time, promote higher revenue, and facilitate rapid response to change.

OCBC RELIES ON PEGA

OCBC Bank trusts Pega to help them deliver the ideal customer onboarding experience. Pega has automated more than 150 account opening tasks so that staff members can focus attention on understanding the customer's needs rather than filling out forms. The bank has moved its customer satisfaction scores 40 percent above its competitors.

TRANSFORM YOUR COMPLEX ONBOARDING PROCESSES

Pega Better Business Software® offers the industry's most agile onboarding platform for streamlining new business and account maintenance operations. With Pega, major banks around the world have achieved new levels of profitability, productivity and proactive response to market opportunities and changing regulations.

Pega Onboarding for Retail Banking can transform account opening, origination and onboarding operations in retail customer segments, enabling banks to deliver outstanding customer experiences while closing new business far more efficiently. Providing easily configured, pre-built new business components based on industry best-practices, the Pega solution accelerates implementation of customized and automated onboarding processes across all channels, products, and geographies.

- **Optimize the customer experience**

Deliver an efficient, customer-centric experience using intelligent processes to dynamically guide representatives through each step.

- **Efficiently scale onboarding operations**

Simplify operations using end-to-end work automation and easy legacy system integration that eliminate error-prone manual work and scale efficiently with straight-through processing from front-to-back-office.

- **Improve compliance**

Automatically apply due diligence procedures with fully integrated KYC requirements that dynamically specialize the onboarding process in real time to account for specific regulations and any other business-defined criteria.

- **Maximize business agility**

Pega's Build for Change® technology empowers business users to create and modify rules and processes without any coding, for immediate response to new opportunities and changing regulations.

PEGA® ONBOARDING FOR RETAIL BANKING

THE PEGA DIFFERENCE

Enhance the Customer Experience

- Pre-defined processes reduce data capture time by automatically generating and pre-populating application forms based on product features and components.
- Dynamic rules based on the applicant profile automatically determine product eligibility and recommendations.
- Predictive analytics and adaptive decision management anticipate needs and recommend the Next-Best-Action or suggest relevant cross-sell/up-sell offers to customers in real time.
- Omni-channel user experience seamlessly transitions activities across any channel and device, including phone, mobile, web, e-mail, chat, and social media.

Maximize Operational Efficiency

- End-to-end work automation streamlines account and product setup, document and contract management, correspondence generation and user provisioning across all channels, lines of business, and geographies.
- In-depth dashboard reporting provides visibility into all account opening tasks and activities.
- Pre-built new business components automate parallel or sequential task execution, enforce escalation, and facilitate automated approvals, denials, and reviews.
- Intelligent processes qualify an applicant once for multiple products and manage multi-product applications as a single request to reduce application time and eliminate redundant data entry.

Automate Compliance

- Fully integrated KYC requirements automatically apply due diligence procedures to each party on an application.
- Situational execution enforces compliance by automatically specializing the process by customer, product, channel, geography, relationship to account, regulation, and any other business-defined criteria.
- A complete audit trail tracks user and system-generated activities for tighter control.

Increase Business Agility

- Pre-defined, easily configured processes, rules, object and data models, interfaces, and other application assets minimize implementation time.
- Pega's build-once-and-reuse-everywhere capabilities allow banks to share application assets across products, lines of business, geographies, and channels.
- Standards-based integration with legacy systems enables quick, seamless data access and use in real time.
- Familiar office tools make it easy for underwriting product managers, actuarial and business analysts to update rules and other underwriting/pricing elements without writing any code for rapid response to new opportunities and changing regulations.

The screenshot displays the 'Retail Onboarding Application (NBR-83)' interface. The top navigation bar includes 'Needs Assessment', 'Customer Verification', 'Product Selection', 'Customer Details', and 'Product Configuration'. The main content area shows a 'SELECT CUSTOMERS' section with a list of customers, including 'Thomas Newton'. Below this, there is a 'CREDIT CHECK' section with a form asking for permission to retrieve credit information. A green bar indicates 'Successfully Retrieved on 5/9/14 4:14 PM by NBB Retail Admin'. The 'CREDIT CHECK RESPONSE FOR THOMAS NEWTON' section contains two tables: 'CREDIT CHECK INFORMATION' and 'CREDIT CHECK AGENCY INFORMATION'.

CREDIT CHECK INFORMATION	
Credit Rating	700
Date Generated	5/9/14 4:14 PM
Risk	No Risk
Comment	Credit History is Good

CREDIT CHECK AGENCY INFORMATION	
Agency Name	TransUnion
Agency Contact Number	8008884213
Agency Address	P.O. Box 1000,2 Baldwin Place,Chester,PA,19022,Un States

Pega Onboarding for Retail Banking enables banks to deliver outstanding customer onboarding experiences while closing new business far more efficiently.