

Completed Digital Stories on Banking

» I chose Fujitsu to help us define the future of our branches for 3 key reasons: they know how to innovate, they are manufacturers and they can invest in the future«

Chief Innovation Officer

Situation

The bank wanted to transform its branch offices in different segments based on key activities such as transaction, advisory and high value selling. Sought to increase profitability by aligning cost and value of the different transactions.

Response

- Based on a "co-creation concept", prioritized initiatives through running a "Design Thinking" session and validated with the CEO
- Out Of 20 Proof of Concepts (POCs) identified, 13 initiatives have been prioritized e.g. gamification

Outcomes

- Development of a bespoke segmentation model and a number of optimised models allowing the client to make knowledge based decisions on collections
- Identification of customer ability to pay and contact strategy across best channels
- Clear understanding on messaging, and payment plan options
- Ability to launch new tailored products and payment plans in the Financial Services place
- Promotion of one to one tailored messaging
- Easy to deploy new scenarios
- Increase in productivity and efficiencies across customer contact
- Collections across this group generated £12.7m in 9 months

Retail Bank

Situation

Business challenges for the bank were to:

- Reduce cost base from £13bn to £8bn
- Reduce cost/income ratio from 70% to 50%
- Reset moral compass and embed customer focus within the organization

Response

Traditional services: Workplace and server support, Maintenance, IMACDD, LAN Admin, Procurement services, Asset management.
Transformed services: Virtual Client Services
Other services: SharePoint platform support, Public Cloud

Outcomes

Exceeded business case and delivered substantial quantifiable business benefit via delivery of a virtual client services platform, and the migration of some 50,000 users of that platform
Establishment of a common support model across EMEA countries
Delivery and support of a global platform for wealth business

International Bank



Situation

Through superior management, high operating standards, corporate governance best practices and premier training programs, the bank continues to be the most profitable commercial bank in Egypt. The Bank has the largest market capitalization in the Egyptian Banking sector, amounting to over EGP 33 billion as of March 2014, and operates a wide distribution network of 155 outlets and more than 500 ATMs

Response

Customer Visit Management Solution, to manage the customer from the moment he/she enters the bank door till get served and leave the bank. This includes digital signage, queue management, information kiosk, service feedback and branch feedback. Dashboard for all the branches performance and utilization. Statistics and reports stating all the performance indicators on the branch level, employee level, and products level. The solution include all the hardware and application delivery, installation, training and operation support.

Outcomes

Properly and professionally serving the customers inside the branches and personalize the services according to the customer profiling.



The Fujitsu logo consists of the word "FUJITSU" in a red, serif typeface. A red infinity symbol is positioned above the letter "J".

FUJITSU

shaping tomorrow with you