Prime Bank Limited

The Queue-Pro Solution enhancing the entire process of its Client Service Operations in absolute effective, efficient & systematic methodology.

BUSINESS AUTOMATION HELPS PRIME BANK LIMITED IN MANAGING CLIENT FLOW FOR ONE-STOP TELLER MANAGEMENT
The Client

Prime Bank Limited a bank with a difference

Prime Bank was created and commencement of business started on 17th April 1995. As a fully licensed commercial bank, Prime Bank is being managed by a highly professional and dedicated team with long experience in banking. They constantly focus on understanding and anticipating customer needs. The bank has been graded as a top class bank in the country through internationally accepted CAMELS rating. The bank has already occupied an enviable position among its competitors after achieving success in all areas of business operation.

Prime Bank offers all kinds of Commercial Corporate and Personal Banking services covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, and real state to software. Prime Bank, since its beginning has attached more importance in technology integration. In order to retain competitive edge, investment in technology is always a top agenda and under constant focus.

The Challenges to Enhance its Clients Service Operations

The Queue-pro system possessing multiple ‘One-Stop Teller Management’ process to provide & ensure hassle-free services to the clients, where still in maximum client in every branches the regular scenario shows the crowded environment with long queue of clients, standing and awaiting to get their required services, which usually consumes non-refundable ‘Valued’ time as well as creating an annoying stance among the clients to avail their desired service(s). Concerning such stipulations the Management of Prime Bank was in search of a ‘True Cutting-Edge Technological Solution to mitigate the hazards of their existing manual process of ‘Queue Management’—while empowering their entire ‘Client Service Operational Approaches’ (Teller Counter Points) proving to be more effective, efficient & systematic, where the vital objective was to gain a win-win situation (between the Prime Bank & the valued clients) in bringing client satisfaction & ultimate loyalty as well as ensuring productivity & efficiency among its client services official.

The Solution

Following to such Challenge & BRAC Bank’s requirements, Business Automation successfully developed & deployed an effective & systematic solution named ‘Queue-Pro’ at 1 (one) branch for a pilot project. This solution is not only a ‘Unique System’ of Prime Bank- but also a signifies a true ‘Milestone’ of our country’s ICT Sectors development arena to provide an absolute ‘New & Innovative Solution’ regarding the entire ‘Queue Management Operational Procedures’ for the ‘Client Services’ providing stipulations–discarding all hazards of wasting ‘Valuable’ Time, enabling ‘Transparency’ among all, sole ‘Systematic –No Scopes for any Misconducts’, wiping-out the
total scenario of ‘Crowded Environment – Where Clients will not require to stand in any sorts of Traditional Long Queues’ & ultimately ‘Unlocking all the Doors for the Management (Especially to measure & assess their ‘Client Services’ providing officials efficiency as well as productivity).

How does it Works?

The process starts with a visiting client of Prime Bank to visit any branch for required services, where he/she will face the ‘Kiosk’ (Touch Screen Monitor) with indicated ‘Service Category’ options wide opened to make (appropriate) choice(s) of his/her ‘Desired Service’–Right after his/her desired ‘Service Category’ selection, the system will automatically generate a ‘Printed Token’ indicating Service Type along with the ‘Client Service Name’. On the other part, the ‘Client Service Staffs’ of Prime Bank constantly gets lists & description of awaiting ‘Clients’ with ‘Service Category’ at their workstations rendered by the System. As soon as a valued ‘Client’ is being served, concurrently the system will display & announce with voice prompt the ‘Token Number’ along with ‘Counter Number’ of the next client supposed to be served. Prime Bank clients will be able to monitor the entire ‘Queue Status’. And Management will be able to get the data & summary information about whole services, as & when required.

System Architecture (Diagram):

(Picture of ‘Queue-Pro’ system deployed at Prime Bank Ltd. Teller Management)
The Value of Propositions

The following ‘Key Benefits’ get (Client Service Officials of Prime Bank and their Valued Clients):

- Reduces the visiting clients ‘earlier distress’ of experiencing the stipulations of standing in manual long-queue(s) to avail their desired service.
- Truly helps the visiting clients to save & utilize their ‘Precious’ time – For being notified in detail (Printed Token) to avail their desired service(s).
- It enhances the productivity, efficiency and motivation of the Client Service Officials in providing excellent client service.
- It increases the discipline at the premises, where no chances of any misconducts & absolutely minimized crowded environments.
- Able to generate various reports and analysis with most recent data for the Management.
- Ultimately creates Productivity, Efficiency and ensures a Systematic Process Scopes for Future Developments.

The solution implemented by: Business Automation Ltd.