The City Bank Ltd.

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

BUSINESS AUTOMATION HELPS THE CITY BANK LIMITED IN MANAGING CLIENT FLOW FOR ONE-STOP TELLER MANAGEMENT

The Client

The City Bank is one of the oldest private Commercial Banks operating in Bangladesh. It is a top bank among the oldest five Commercial Banks in the country which started their operations in 1983. The Bank started its journey on 27th March 1983 through opening its first branch. It was the visionary entrepreneurship of around 13 local businessmen who braved the immense uncertainties and risks with courage and zeal that made the establishment & forward march of the bank possible. Those sponsor directors commenced the journey with only Taka 3.4 crore worth of Capital, which now is a respectable Taka 330.77 crore as capital & reserve. The bank currently has 90 online branches and 1 SME service centers and 11 SME/Agri branch spread across the length & breadth of the country that include a full fledged Islami Banking branch. Besides these traditional delivery points, the bank is also very active in the alternative delivery area. It currently has 140 ATMs of its own; and ATM sharing arrangement with a partner bank that has more than 550 ATMs in place; SMS Banking; Interest Banking and so on. It already started its Customer Call Center operation. The bank has a plan to end the current year with 200 own ATMs.

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 The City 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 The City Bank & the valued clients) in bringing client satisfaction & ultimate loyalty as well as ensuring productivity & efficiency among its client services officials.

The Solution

Following to such Challenge & The City Bank 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 The City 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 The City 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 The City 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. The City 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 The City Bank Ltd. Teller Management)
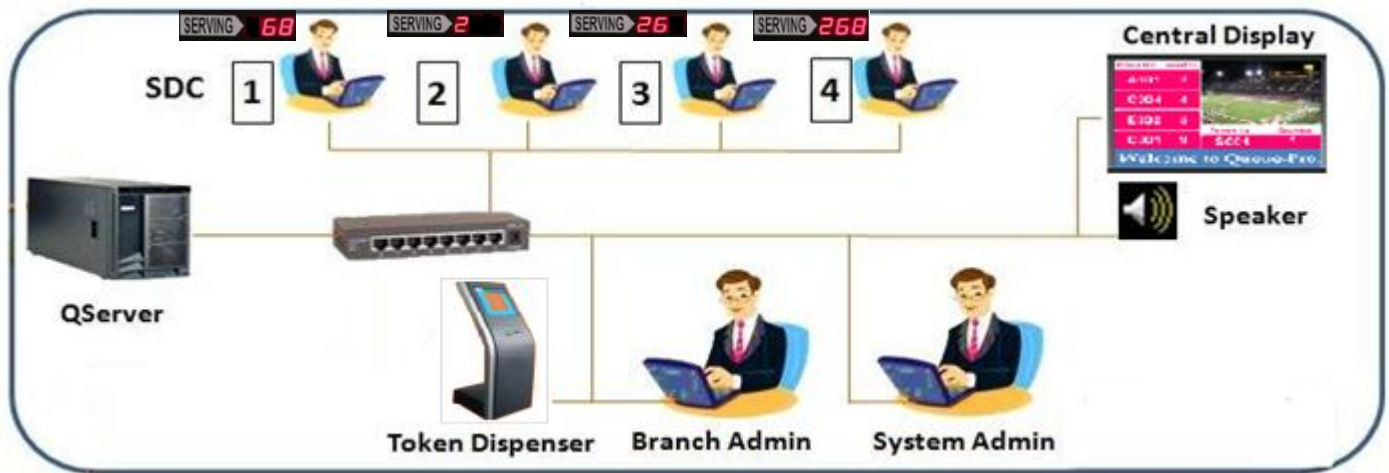
The Value of Propositions

The following 'Key Benefits' get (Client Service Officials of The City 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.

- High Profile Security Module with User-Level Security Access.

- Ultimately creates Productivity, Efficiency and ensures a Systematic Process Scopes for Future Developments.

The solution developed and implemented by: Business Automation Ltd.