South Bangla Agriculture & Commerce Bank Ltd (SBAC).

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

**BUSINESS AUTOMATION HELPS
SOUTH BANGLA AGRICULTURE & COMMERCE BANK LTD.** IN MANAGING CLIENT FLOW FOR ONE-STOP TELLER MANAGEMENT

The Client

South Bangla Agriculture & Commerce Bank Limited (SBAC) is starting its journey 28th April 29, 2013 aiming to provide better services to their clients using latest technologies. SBAC Bank has committed to facilitate the real sector development for eradication of poverty through creating employment opportunities across the country. The bank cover different banking areas including agriculture and rural banking, SME banking, mobile banking, E-banking, retail banking, NRB banking, treasury banking, corporate banking, service generation banking, intending wage earner banking , student banking and scholar banking as part of diversification of our overall investment. SBAC Bank also committed to provide a customer friendly environment by service excellence for all of corporate, agro based SME and retail segments by twisting agriculture, industrialization, trade and commerce and mobilization of foreign investment together as to foster emerging economy of green Bangladesh with the help of advance information technology through different compatible channels.

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 SBAC 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 SBAC 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 & SBAC 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 SBAC 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 SBAC 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 Seba Name'. On the other part, the 'Client Service Staffs' of SBAC 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. SBAC 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.
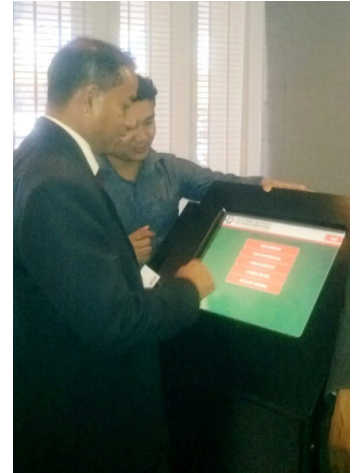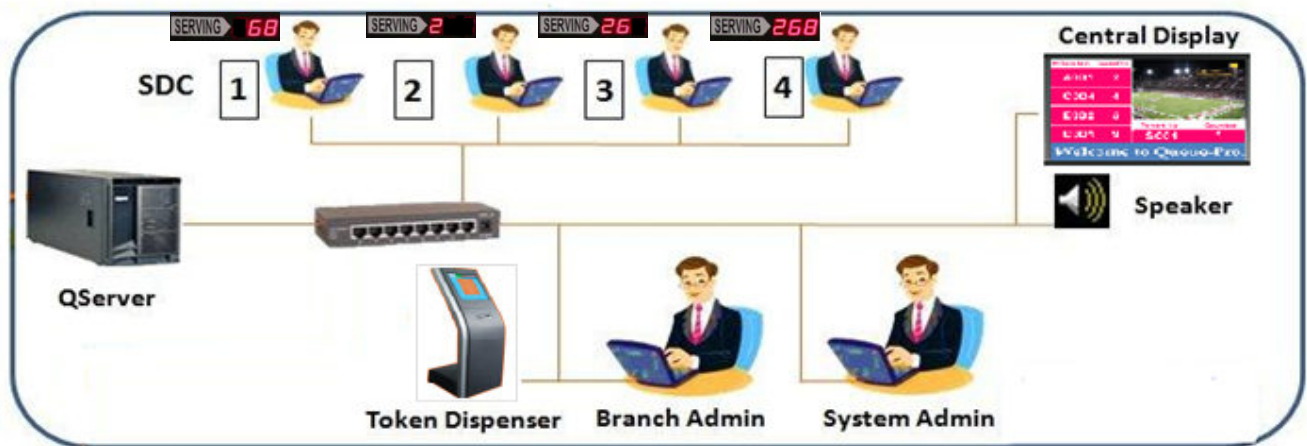
System Architecture (Diagram):
(Picture of 'Queue-Pro' system deployed at SBAC Bank Ltd. Teller Management)

The Value of Propositions

The following 'Key Benefits' get (Client Service Officials of SBAC 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 implemented by: Business Automation Ltd.