

CASE STUDY

# Leading Colombian bank re-engineers systems with low-code automation for customer-centricity



**Banco de Occidente**

**Customer:**

Banco de Occidente

**Industry:**

Financial Services

**Location:**

Colombia

One of the largest Colombian banks, Banco de Occidente, underwent a digital transformation journey with three key aims in mind: to optimize productivity and introduce new ways of work to make operations more effective; deliver differentiated solutions for clients, balancing user experience and security; and thirdly, to leverage technological architecture to drive digital transformation.

Bizagi's low-code platform is helping to reimagine business processes and put customers front of mind, improving the user experience end-to-end by optimizing and automating processes. This has enabled a hybrid approach to offer customers to option to either be assisted online or offline. Banco de Occident have re-engineered their core banking system for both commercial and retail functions and integrated legacy systems to provide end-to-end visibility of their architecture.

*"For the customer experience, Bizagi is helping us to digitize the end-to-end process and integrate the hybrid processes as we have some customers that are fully digital and others who want to talk to a representative. Bizagi is helping us to integrate both experiences for customers."*

**Pedro Villegas**

Chief Information and Operations Officer

## Objectives

- 🎯 Enhance customer experience and deliver hybrid digital and offline services
- 🎯 Ensure data security
- 🎯 Optimize productivity
- 🎯 Integrate technological architecture

## Achievements

- ✅ Holistic customer lifecycle management
- ✅ Created new digitally native customer products
- ✅ Optimized processes with BPM
- ✅ Security and fraud prevention built into processes
- ✅ Integrated legacy systems for end-to-end visibility

## Overview

Banco de Occidente is the fifth largest bank in Colombia, with total assets of two billion dollars and eight thousand employees. They wanted to deliver an insight-driven, connected and sustainable way of working to provide their customers with a hybrid experience, while introducing innovative new products that balanced user experience with security.

## Challenge

Banco de Occidente wanted to create a connected bank and trustworthy bank that not only takes care of their customers' money, but also takes care of their data.

They had three key aims for their transformation:

- Optimize productivity and introduce new ways of work to make operations more effective and efficient
- Deliver differentiated solutions for clients, balancing user experience and security
- Leverage technological architecture to drive digital transformation.

They needed to deliver a hybrid to solution to customers, as despite digital being the preferred channel of choice, a significant portion of their customer-base still wanted in-person interactions. So, the digitization of their processes needed to incorporate offline channels as well.

"We have to digitize every process, that's the expectation of the customer. But not all our customers want this full digital experience. Others want to have in-person interactions and a relationship with a person to support them."

**Pedro Villegas**, Chief Information and Operations Office

## Results

The team at Banco de Occident have been working to address their three key aims for digital transformation in the following ways:

### Delivering increased productivity & new ways of working

Bizagi facilitates the reimagination of processes and automation with BPM and integrates with RPA to reduce manual effort. The low-code platform is helping to bring together the business and IT teams to deliver processes with agility and scale.

"It's very important to have the power that low-code platform provide. We're using Bizagi to let our people define and reimagine the process and take care of automation themselves, without being fully dependent on IT."

**Pedro Villegas**, Chief Information and Operations Office

Many of Banco de Occidente's legacy processes are not digitally native. But they are not just automating existing processes but working through lean methodologies and using BPM to review

the process with the process owners. They are using this digitization as an opportunity to put the customers front of mind and improve the user experience end-to-end by optimizing and automating processes for added efficiency.

Digitization is not only for the benefit of the customers, but also for employees. The sales team can use bizagi to negotiate the conditions of a loan online with the customer and make data-driven decisions.

### Differentiating the customer experience

Bizagi is supporting the end-to-end digitalization of customer-facing processes. To provide a balanced user experience, they have digitized their traditional products such as account savings and car loans. Banco de Occidente have also created new digitally native products, such as digital wallets for customer payments and leveraging analytics to use insights to provide new services to customers. They have developed their ecosystem to create a connected bank with a holistic customer lifecycle that connects all their products.

"For the customer experience, Bizagi is helping us to digitize the end-to-end process and integrate the hybrid processes as we have some customers that are fully digital and others who want to talk to a representative. Bizagi is helping us to integrate both experiences for customers."

**Pedro Villegas**, Chief Information and Operations Office

To ensure all customer data is properly protected, the IT team is working closely with information security team to build security and fraud guardrails into processes from the beginning and then continually adjust it during the life cycle of the product.

### Optimizing the technology architecture

Banco de Occident have re-engineered their core banking system for both commercial and retail functions and all associated channels: internet banking, mobile banking. Now that they have integrated their in-house legacy systems, they are now working on integration with third parties and open banking while keeping a strong focus on security. By keeping their architecture front of mind, they seen a positive impact on efficiency and IT management. They are migrating their platform to the cloud to future-proof their operations, and once they are operating from a PaaS environment, this will reduce the effort associated with version migration.