

# Digitizing a complex financial process **was a crucial support in high-volume seasons**



Digital Case Study Awards 2022

Banking and Financial Services

UK, Ireland, and Nordics



## Opportunity

Yorkshire Building Society (YBS) is a UK-based provider of consumer financial services. During the busy season, typically at the start of a financial year, the daily average of requests to transfer funds between distinct individual savings accounts (ISA) through handwritten forms jumps from 35 up to 200.

Processing this (ISA amalgamation) required every request to be sent to the head office for an agent to manually review the form and related account details to complete the transfer and send a letter to the customer. This was not only labor-intensive but also prone to human error.

## Imagining IT Differently

WNS, a long-time partner, worked with YBS to design a process and technology solution to automate how ISA amalgamation requests are processed.

The solution allowed branch workers to digitally and instantaneously transmit requests received as paper forms. Bots were used to expedite the verification of information, complete the transfer, and to notify the client.

## Future Made Possible

The new operating model not only required less effort but also eliminated manual errors. For example, getting information to head office that used to take five days is now instantaneous. And branch workers and those at head office are now able to focus on higher priority activities.

YBS acknowledged the value of the solution, according to ISG, for dramatically improving their operational capacity and transforming this process. YBS also rated WNS highly for a cost-effective solution to overcome the limitations of a legacy technology landscape.

