

CASE STUDY

MONITORING ONGOING CREDIT APPLICATIONS IN REAL-TIME WITH PROCESS MINING

More than ever, banking and credit institutions are investing in their "true digital ecosystem", spending millions on digitizing processes as according to Gartner, 93% of banks deem the most significant impact on digital operations of functions.



Sector
Banking

Delivery Unit
Data Analytics & AI

Solution
Celonis EMS



6
Months
Project



2
Noesis
Consultants



18%
Cycle Time
Improvement



100%
Process
Transparency

THE CHALLENGE

Credibom, a solid global banking institution, challenged Noesis to implement a Process Mining project throughout the end-to-end journey, from when the client/partner requests credit for its financing.

The project's challenge was the process's performance and compliance monitoring to guarantee a fast response from the organization to the final Credibom client.

GOALS

With this project, our client was seeking to:

- > Monitoring all ongoing credit applications in real-time;
- > SLA management;
- > Process simulation;
- > Time-to-yes and time-to-cash reduction.



SOLUTION

The solution involved implementing the Acceptance, Financing, and Fraud processes.

Celonis Process Mining dashboards were implemented in the processes, with KPIs designed to monitor activity times and critical metrics for process performance. The technical connection to Credibom's data lake aggregates information from all the systems supporting the operation.

The solution resulted in the creation of the following:

- › End-to-end process overview dashboards with the entire customer journey flow;
- › Dashboards with temporal indicators for analysis of the company's response efficiency;
- › Dashboards with performance indicators and partner benchmarking to ensure the delivery of partners to the end customer;
- › Process simulation dashboards for better decision-making.

THE RESULT

The transparency provided by Celonis enabled Credibom to:

- › Monitor end-to-end process performance in manual signature credit application;
- › Identify transparent causal relationships and root causes for extended cycle time;
- › Shorten the lead process time in the short channel, thereby improving customer experience;
- › 18% Cycle time improvement in the entire process gained by using Celonis;
- › 100% Process Transparency.



Noesis is an international tech consulting company with +25 years of experience offering solutions to support companies' businesses and digital transformation. Noesis has an extensive IT services portfolio working in several areas such as IT Ops& Infrastructure, Cloud & Security, Enterprise Solutions, Low-Code Solutions, Data Analytics & AI, DevOps & Automation, Quality Management, Enterprise Application Integration, and Professional Services. The company has +1200 highly specialized talents, operating in seven countries: Portugal, Spain, the Netherlands, Brazil, Ireland, The USA and EAU. Noesis is part of Altia Group, listed on the Spanish BME Growth stock market, with more than 3 500 professionals operating in 7 countries and over 20 locations.



Celonis is a Process Mining technology solution that uses sophisticated Big Data algorithms. Smart algorithms reconstruct, analyse and understand the real process, allowing you to view and reconstruct business processes in real-time based on the digital footprint left in IT systems.



Banco Credibom, part of the Crédit Agricole group, is a solid and influential global banking institution. It is part of one of the largest banking groups in the world, with a presence in 54 countries, more than 50 million customers, and a workforce of more than 140,000 employees worldwide. Banco Credibom's mission is to make their clients' dreams come true. They seek security, transparency, and honesty, reflected in the fact that 76% of their clients would recommend their services to friends and family, and they enjoy an impressive overall satisfaction rating of 80%.