

## Case Study: Union Bank

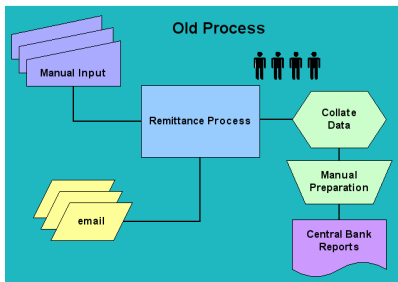
### Measurable Results Drive Business Case for Change

**Union Bank Limited**, headquartered in Karachi, Pakistan is a fast growing financial institution committed to being an innovative and successful competitor in Pakistan, Sri Lanka and other emerging market countries where it operates.

Union Bank needed to automate numerous banking processes which were being handled either manually or in a partially automated mode. Union Bank started using **Workstream** to target those key processes which stood in the way to expanding their capacity because of lack of automation.

#### The old way....

Union Bank handles thousands of inward remittances (payments) each month where customers throughout their branch network are paid after they have provided a 'Purpose of Remittance' form as required by the Central Bank. This information is aggregated and submitted to the Central Bank (State Bank of Pakistan) on a monthly basis. Union Bank's old process required sending data via paper and email with the recipient having to key in more information in an un-structured way. Reminders were sent via paper and email. Key reports required for management and external parties were generated manually. The whole process was very labour intensive.



#### The new way....

##### Process Optimization

Union Bank was able to capture the entire process in **Workstream** using just one Business Analyst in four days. The new

*"...a very flexible product that evolves rapidly to changing customer needs..."*  
**Union Bank Exec**

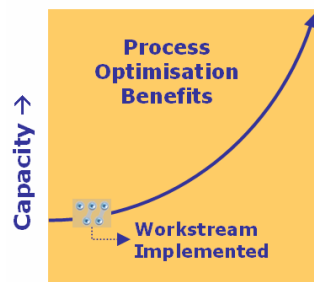
automated process resulted in transaction data being captured in pre-defined fields with an email being automatically

generated to the appropriate staff for action. Customised forms were created in **Workstream** to capture the data and written to a database (again, created in **Workstream**). Customer, central bank and management reports are now generated automatically.

#### Ready for Growth

The net result.... Union Bank has managed to streamline this key business process with demonstrable saving of more than one headcount in the Head Office while reducing the processing burden at each and every branch. That is an outstanding Return on Investment on just the savings

front. What is also included in terms of ROI calculations is that with the fully automated process, Union Bank can expand this service offering to its customer base and increasing branch network with minimal need for additional processing resources. Besides making concrete savings, Union Bank have truly positioned themselves to benefit from economies of scale.



**Need to grow your business, but have capacity issues? Speak to Workstream about automation of your key business processes.**