



# Case Study

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**Partnering to Build a Best-in-class Customer Experience**



# Introduction

**AIB IS A FINANCIAL SERVICES GROUP WHOSE CORE BUSINESS ACTIVITIES ARE RETAIL, BUSINESS AND CORPORATE BANKING.**

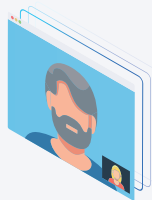
## AIB COMPANY PROFILE

**110BN**  
**OF ASSETS**  
**MAINTAINED**



**9,000**  
**EMPLOYEES**

**1.96M**  
**DIGITALLY**  
**ACTIVE**  
**CUSTOMERS**



The Bank maintains **€110 Billion in assets, employs 9,000 people (2021)** and has more than **170 branches to serve 2.8m customers** across various channels within one of the largest distribution networks in Ireland.

AIB's values and behaviours are focused on one core principle: support their customers in achieving their dreams and ambitions. To help ensure this principle is achieved, AIB innovates continuously to ensure customers have a superior experience in all their interactions, at every touchpoint, across every channel. As a result, a strategic priority was recently initiated to update some IT systems and digitise the bank as part of a bank-wide transformation programme. The focus of this success story is one key credit transformation initiative, in partnership with nCino, to launch an asset finance solution.

**"We needed a platform that would allow us from an asset finance perspective to compete with other lenders and retain our market share".**



- MARK CULLETON, HEAD OF ASSET FINANCE

## The Challenge

**ASSET FINANCE IS A CORE PART OF THE AIB GROUP AND PROVIDES FINANCE OF ASSETS TO SME AND PERSONAL CUSTOMERS; IT ACCOUNTS FOR OVER 40% OF ALL SME BUSINESS.**

While the AIB Asset Finance business was growing solidly, market share had started to decline as customers shifted to specialist and captive finance providers who weren't hindered by legacy systems.

AIB assessed its key pain points and decided to make a strategic investment in an enterprise, solution-wide credit solution to:

- ✓ **Enhance customer experience**
- ✓ **Achieve growth**
- ✓ **Improve transparency of the credit lifecycle**
- ✓ **Streamline processes**
- ✓ **Accelerate speed to decision and funds; and**
- ✓ **Drive significant cost savings**

Essentially, AIB's ambition was to become digitally enabled, agile and frictionless to improve customer experience, drive lending growth, and reduce end-to-end costs.

AIB selected nCino following an extensive tender process. nCino stood out as a worldwide leader in cloud banking with a proven ability to scale the Bank Operating System®, replace fragmented systems with a robust integrated platform to improve customer and colleague experience, streamline processes and workflows, ensure regulatory compliance and increase revenues.

Through this journey AIB also partnered with Accenture who worked in collaboration with AIB and nCino across design, development, quality assurance and implementation. Accenture brought experience and knowledge from other nCino implementations, and specialist skill sets to help AIB achieve its ambition.

# The Solution

**TO SUCCESSFULLY STREAMLINE THE LENDING EXPERIENCE FOR ITS EMPLOYEES AND CUSTOMERS, AIB NEEDED A STATE-OF-THE-ART CLOUD PLATFORM TO SUPPORT ITS AMBITIONS.**

AIB took the strategic decision to partner with a software provider rather than building a new system on their own. Having considered a range of vendors, AIB found a great match in nCino thanks in part to its cloud native approach.

AIB can now manage the credit origination process - including document collection, underwriting and fulfilment - in a completely paperless, digital environment, resulting in lower operating costs and enabling higher deal volume, completely consistent with a direct operating model. nCino also provides greater transparency for customer lease or loan status. The change in approach from in-house development to partnering with a global cloud banking leader was a major departure for AIB, which ultimately helped them realise significant customer and colleague benefits.

**With both partners, nCino and Accenture, AIB adopted a 'One Team' motto where everyone was focused on the key outcome: to deliver a streamlined, best-in-class end-to-end platform and overall objective to support customers to achieve their dreams and ambitions.**



**"When you build your own platform, you end up maybe not getting the best product because you're relying on the experience inside your organisation, however by choosing nCino you're getting an industry leading product that has been built upon the experience of multiple institutions".**

- DAMIEN IVORY - HEAD OF CREDIT ENGINEERING

## WHAT IS NCINO?

- **Single end-to-end cloud-based enterprise solution**
- **Highly configurable platform - end-to-end agility and control throughout the credit lifecycle**
- **Best in class platform with > 1,700 global customers ranging in size from challenger to global CIBs**
- **Real-time notifications and info sharing across process flow**
- **Proven integration capability that will connect the nCino system with other key platforms**

nCino offers an agile system for processing credit applications across all lines of business regardless of the business line and/or exposure band. As a single cloud-based platform, nCino has allowed AIB to significantly streamline processes and progress from nine fragmented systems to one integrated platform.



# The Results

THE DEPLOYMENT OF THE NCINO CLOUD PLATFORM IS DELIVERING MASSIVE BENEFITS THAT GREATLY ENHANCE BOTH CUSTOMER AND COLLEAGUE EXPERIENCE, PRIMARILY ACROSS THREE CRITERIA.

## ⇅ STREAMLINE OF APPLICATION PROCESS

- > **Single platform** for all application types.
- > **Asset Finance Rep to Direct** auto send quote/app to Direct Team.
- > **Data capture** in structured format, look-up capability.
- > **Transparency & visibility** of application status for all users.  
Emails & notifications in E2E flow.
- > Manual hand offs eliminated through powerful workflow capability.
- > **Processes are integrated** and manual interventions are eliminated or minimized.



**MANUAL INTERVENTIONS ARE ELIMINATED OR MINIMIZED**




**SIGNIFICANT INCREASE IN THE SPEED OF THEIR LOAN DECISIONS**

## 💰 SPEED TO FUNDS

- > AIB's clients have experienced a **significant increase in the speed of their loan decisions.**
- > **E-Signature** eliminates waiting on document return / manual checking.
- > **Single source of information** integrations with 3rd party systems.
- > **Automation of Payments & Account Set Up** reduces manual processing, paper and multiple QA checks, increasing straight through processing.
- > **Alerts and notifications of key events** ensure application keeps moving and full transparency & tracking.
- > **SLAs** inbuilt within workflows.
- > **Reduction of re works** - information captured auto populates various stages.

## 🕒 SPEED TO DECISION

- > Rates for auto-decisioning have **increased by 30%.**
- > **Single source of information** to enable decision.
- > **Result of auto-decisioning displayed** to front line user.
- > **Alerts and notifications of key events** ensure application keeps moving and full transparency.
- > **Customer notifications** - immediate availability of decision via SMS/emails.
- > **Reduced reworks** - mandatory for key information to be addressed before submitting to credit.

**30%**   
**INCREASE IN AUTO-DECISIONING RATES**

# COLLEAGUE EXPERIENCE: A DAY IN THE LIFE OF A DIRECT RM

- RM has full overview of sales pipeline and strategic dashboards relevant to each portfolio.

- Rapid "Time to Pay" - customer can sign documents electronically (DocuSign), removing the need to visit a branch and receive notifications of their applications by SMS/E-mail.
- Reduction of re-work due to automated workflow with integrations for Dealer verification (VisionNet) and Asset check (HPI, Cartel).



- RM can create customer quotes and directly email them to customer.
- Stored customer quotes can be easily converted into applications (calculator is integrated).

- Customer has full view of the application with status updates and is able to upload documents electronically.
- Rapid "Time to Yes" approvals within hours of applications through auto-approve and/or cohesive credit decisioning processes.

## The Future

**With the help of nCino, AIB can offer its asset finance customers a superior experience and faster access to funds. In a competitive market, being able to offer these two in tandem is a key differentiator.**

The efficiencies gained from having everything on one unified platform means employees have more time to spend on building relationships with their customers and the success of this implementation has now become a blueprint for the next stages of the transformation which will see the platform being rolled out to other areas of the business.

**"Before we implemented nCino, we had multiple systems that didn't talk to each other, our frontline colleagues didn't know where the application was in the process. nCino has delivered that full transparency of the process for our colleagues and our customers".**

- THELMA MCLOUGHLIN, NCINO PLATFORM OWNER



**"Using nCino gives both our employees and customers a holistic view throughout all stages of the lending process. nCino is a fast-moving, innovative company, and we selected them to bring greater visibility and transparency into our end-to-end journeys, improve and streamline workflows, and ultimately provide an enhanced customer experience".**

- PETER SWAN, HEAD OF CREDIT PLATFORMS

