CLIENT ONBOARDING

SOLUTION BROCHURE

Appway
Onboarding the future.

TAP INTO THE VALUE OF CLIENT ONBOARDING

Appway Client Onboarding gives banks the agility to drive revenue growth while controlling costs in complex, changing markets — delivering an unrivaled process experience to all involved.

High Potential

Customer relationship opening and maintenance represent 42% of the manufacturing and processing costs of today's banks. Because the onboarding process touches so many people, teams, and divisions, it is one of the processes with the highest potential when it comes to achieving operational excellence and coping with the current challenges in the finance industry.

The Challenge — Embracing Change

Dramatic changes in consumer behavior over the last decade have also affected the Finance Industry. Modern banking customers are more mobile, more comfortable with technology, and expect the same level of service and consumer experience from their financial institution as they receive from other industries.
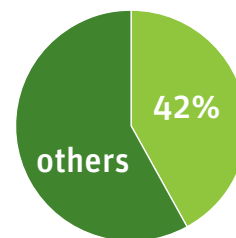As a result, customer loyalty is faltering as financial institutions struggle to deliver the experience and level of service necessary to meet these new customer demands.

Total manufacturing & processing cost base at a bank (IBM Global Business Services study)

Typical Obstacles

Many of today's financial institutions still have fragmented and unstructured processes surrounding their client onboarding activities.
Client onboarding-related data is often managed by different groups and on different systems depending on the client, the product, and the risk level. Employees are frequently forced to memorize policies and manually enter data multiple times.
Innacurate data leads to costly errors, non-compliance with both internal and external regulations, and increased processing times. Appway mitigates these issues, enabling our clients to provide the most positive customer experience.

APPWAY CLIENT ONBOARDING THE SEAMLESS SOLUTION

Appway is the global leader in Client Onboarding, with a solution that goes beyond ordinary process efficiency to deliver outstanding experiences, adding substantial value to the bottom line. Created by experts in the field of client onboarding for financial institutions, every activity that touches the onboarding process is made part of the Appway solution.

The Appway solution covers the entire onboarding process from start to finish, providing a complete set of features and capabilities. A smooth and dynamic journey through the process is achieved by involving all stakeholders and connecting their touchpoints, enabling them to use the application at any time, on any device.

The result; a seamless onboarding experience that provides the means to confront many of the challenges facing the financial services industry today.

What is Client Onboarding?

The term 'client onboarding' refers to all activities that are performed during the acquisition of new customers. It also plays an integral role in subsequent interactions during the customer lifecycle. The client onboarding process dictates the quality of the first experiences a client has with his new financial institution, and builds the foundation for a prosperous relationship.

Branches   Advisory   Mobile   Remote   Participants   SLA   Welcome set   Insight

Rules automate the form-filling enabling the complete PDF Document Set to be created and sent to the client, ready to be signed.

The last step in the process is completed electronically by Standard Adapters and the Appway Integration Link. All information is stored, documents are archived and accounts and products are activated.

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The process begins with guided and intuitive data entry that automatically prevents errors. Profiles, such as KYC, are created.

Depending on regulatory requirements, all forms necessary for the requested accounts, products and services are auto-selected.

All required approvals are contextually driven and reflect the regulations of the financial institution.
Because the client summaries received are role-specific, each approval is quickly completed.

| Data Gathering | Document Set Generation | Approval | Activation |

The Appway Client Onboarding Experience

SOLUTION FEATURES

Appway lets businesses change their software solutions at lightning speed to respond to today's demand for high agility.

Guided User Activities

Users are guided step-by-step through the process.

Receive status updates and manage documents with the Document Tracker.

Includes a constant overview of the process with real-time updates, visual confirmation of the current phase of the process, and a data summary.
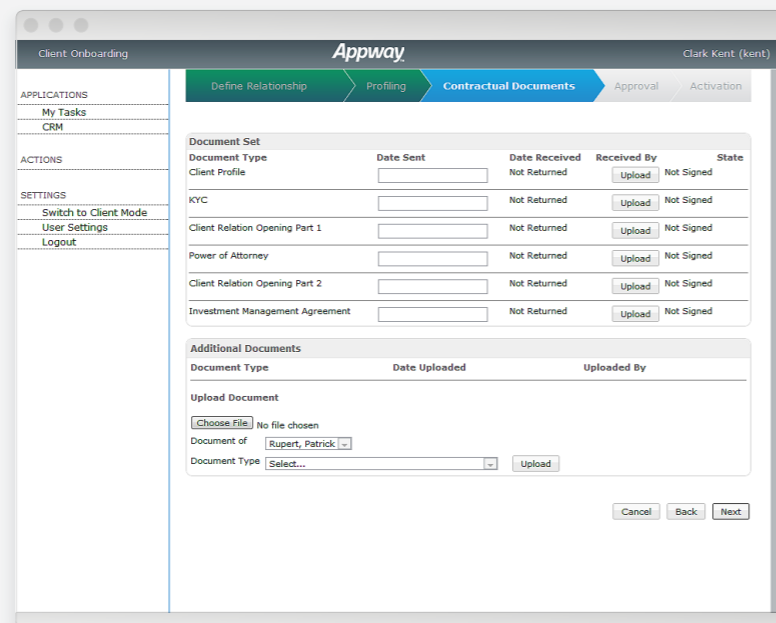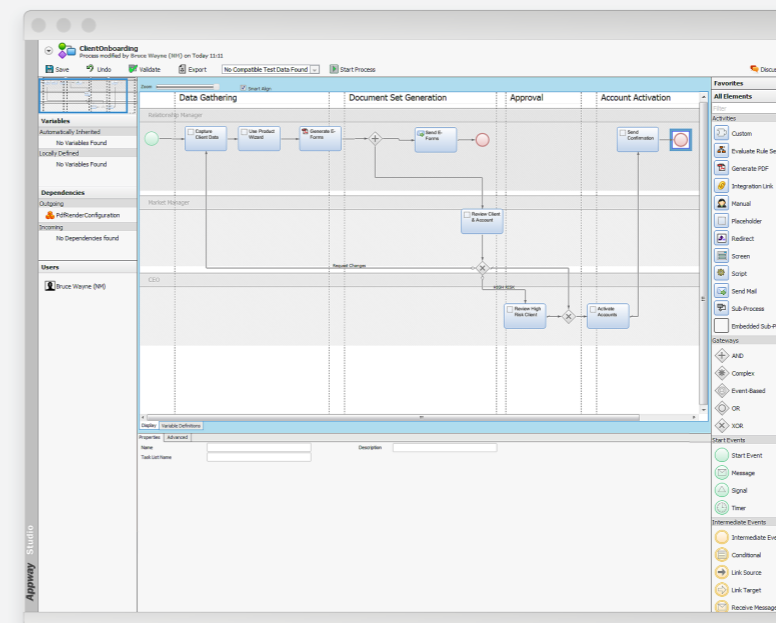

Driven by the Process

The solution utilizes the powerful Appway workflow engine with the client onboarding process at the core.

Because its visually-modeled, adaptions to the process can be quickly deployed.

Business rules evaluate data and control the process, performing tasks such as KYC risk-scoring and requesting appropriate legal documentation.

Intelligent Product Wizard

One single application onboards customers for all products, services, and account types. Switching between systems is no longer necessary.

Intelligent product wizards help to select multiple account types including discretionary mandates, brokerage, custody, fiduciary, simple accounts and services like online banking or credits cards.

The set of services and products can be quickly adapted to reflect the bank's latest offering.
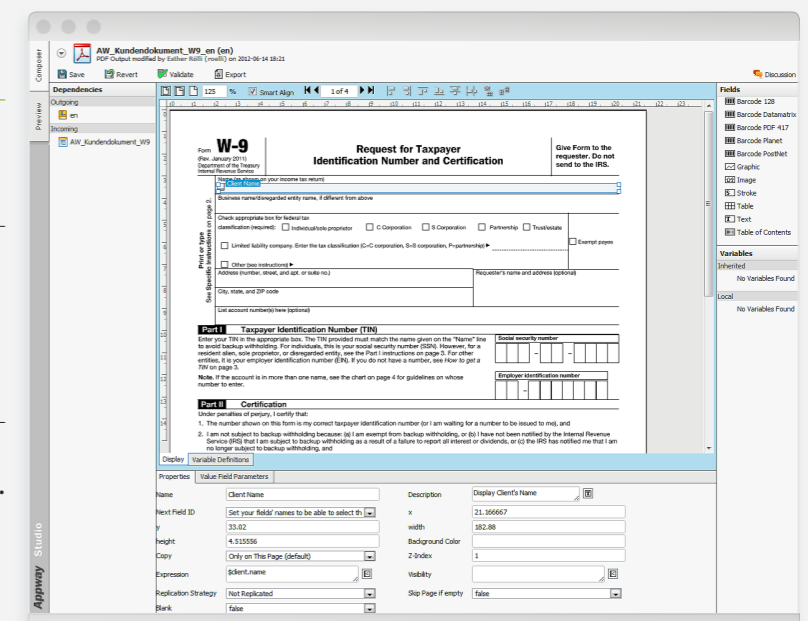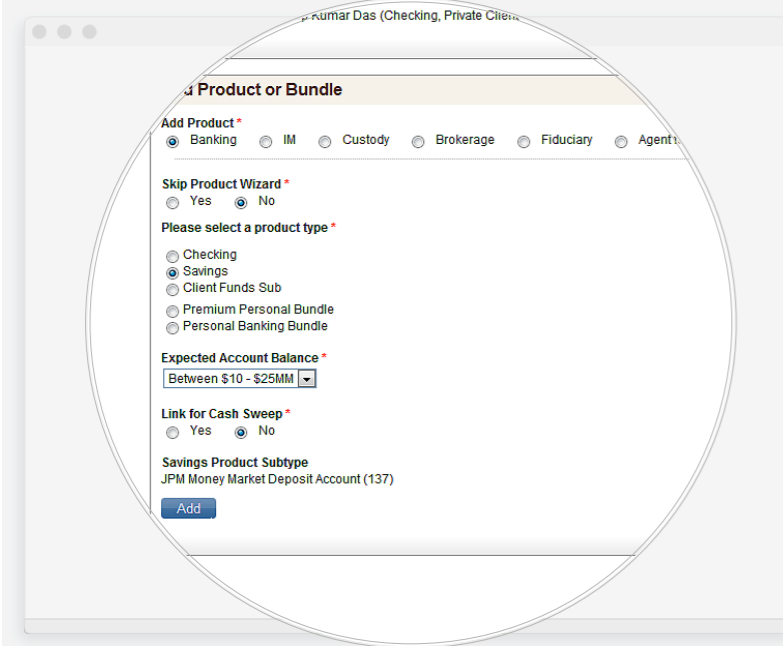
E-Forms Automation

Contractual forms can be mapped with client data by simple drag and drop functionality.

Additional legal documentation can be dragged and dropped into the onboarding process — facilitating compliance with new regulatory requirements.

Data gathered during the process automatically appears in the e-forms.

SOLUTION BENEFITS

Appway Client Onboarding transforms an ordinary process into an advantageous competitive differentiator that increases stakeholder satisfaction and customer loyalty. While the capability to tap into the full revenue potential of clients, allows for an excellent return on investment.

STAKEHOLDER BENEFITS

Operations Manager

Improvement of operational efficiency and maximization of Relationship Manager productivity

Compliance is ensured

Straight-through processing reduces error rate and minimizes processing time

IT Manager

The solution integrates seamlessly into the existing landscape

Strategic step towards a process-driven infrastructure

The Cost of change is significantly lowered

Relationship Manager

Non-productive time spent on administration activities is minimized

Profitability with increased customer satisfaction

The complexity of the process is removed and automation increased

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A Process Specific to Business Needs

Appway Client Onboarding creates an outstanding process experience by including all the typical onboarding steps and necessary functionality required by business. Because each element of the solution is created within the Appway Platform, it mimics the desired process to perfection.

A best-practice process that can be fully adapted

Validation & approvals are dynamic & fully electronic

Rules ensure that policies are followed 100%

High system integration facilitates a seamless experience

Reduce Complexity, Increase Activity

When account opening is initiated, users are intuitively guided through an incredibly smooth process of information retrieval. Only information that is contextually required for the client relationship and the selected products, services, and account types, needs to be entered.

Double entries are prevented

Users are no longer lost in irrelevant and inappropriate form-filling

No more errors and missing information

Client profiles are completed within the process

Automated Form-Filling

Form-filling and document creation often interrupt the flow of the process. However, with Appway Client Onboarding, all required forms are automatically selected, fields are filled, and the complete document set is created and ready to be signed.

Automatic selection of required forms

Full form automation and opening document creation

A complete form repository is created

Print, scan, and digital signing possibilities

In-Built Reviews & Approvals

To achieve excellent client onboarding, efficient yet appropriate approvals, reviews, and validations are needed. The solution offers fully electronic review and approval steps that are controlled by Business Rules.

Dynamic and electronic in-process approvals

Quick adaption in the visual editor

Various tools increase productivity

Easy Integration

The solution facilitates fluid onboarding by allowing for a high level of integration. Appway Standard Adapters allow for the fast integration of typical systems and data sources. The Appway Integration Link goes a step further with powerful, visual integration capabilities into any system.

Automatic opening in core systems

Ready to use adapters for LDAP, JDBC, MQSeries, HTTP, Avaloq, and more…

Appway Integration Link for visually creating new adapters

Multi-Device & Mobile Friendly

The solution is ready for mobile use. Client onboarding can be performed on the go and on any device. This enables round-the-clock-service, faster reaction to critical approvals and the ability to perform onboarding steps together with the client, fulfilling even the highest of expectations.

Mobile Client Onboarding capabilities

Optimized for touch-control

One Appway model and a single application for all devices

Appway, the global leader in Client Onboarding for the finance industry, transforms ordinary process interactions into fantastic user experiences at every touch point.

The company's industry-specific expertise and software add instant material and operational value by capturing business goals directly. By automating manual tasks, and eliminating time-consuming coding, we deliver an excellent multichannel experience that spans the entire consumer lifecycle. The Appway technology can be integrated in just weeks to transform processes involving hundreds of manual, disconnected tasks into one, seamless, web-based environment.

Established in 2003, the Swiss company is headquartered in Zurich with offices in Lugano and New York. Today, Appway's specialized client onboarding solutions are serving more than 60 of the world's most recognized financial institutions in Europe, Asia and the Americas.
www.appway.com

Contact
Sales EMEA
+41 (0) 43 204 06 44

Sales Americas
+1 917 398 0030

Via Email
sales@appway.com

Find out more on
www.appway.com/cob

Appway™