



Customer success brief

Bank Simpanan Nasional

HP Records Manager cuts paperwork processing times to boost customer satisfaction

Use case

Electronic document and records management

Industry

Finance

Solution

- Software: HP Records Manager
- HP IDOL Analytics Platform
- Services: HP Professional Services

Company overview

- www.mybsn.com.my
- Headquarters: Kuala Lumpur, Malaysia
- Founded: 1974
- Employees: 6,800

“Since implementing HP Records Manager, our customers are happier because they are able to get answers from the bank sooner.”

– Alain Boey, Sr. VP of the Transformation Management Department, BSN

Background

The mobilization of domestic including personal savings is crucial for raising the economic growth of the nation of Malaysia. Malaysians who practice good financial management will be more resilient and self-sufficient. In addition, the entire country’s economy benefits when savings rates are high.

Since its inception in 1974, Bank Simpanan Nasional (BSN) as an agency under the Ministry of Finance, has been in the forefront in encouraging the habit of thrift and savings among Malaysians. Today, BSN serves more than 9.5 million customers, with a total savings of over RM 8 billion. In addition, the bank has 6,200 agents across Malaysia to enhance its reach to all Malaysians. The bank offers a full range of banking services including personal financing, mortgage loans, vehicle loans and credit cards.

Business challenges

Malaysia is a geographically diverse nation with boundaries spanning two regions (Peninsular Malaysia and East Malaysia) separated by the South China Sea. BSN is committed to provide banking services to all strata of society in Malaysia, be it urban or rural. In its quest to fulfill its mandate and commitment, the bank gives particular attention in the area of document management. In the past, it took 4 to 5 days for paperwork to be couriered from the length and breadth of the bank’s 402 branches to its central office. This created delays that sometimes frustrated BSN customers. Paper document workflows require multiple physical handoffs, which obviously is exposed to the risk of being misplaced or lost. Moreover, it is difficult to create robust and standardized audit trails.

To overcome these challenges and improve customer service, BSN needed to standardize and streamline its document management workflows. Consequently the bank decided to step into electronic document and records management, and after evaluating a number of solutions, it selected HP Records Manager.

Top benefits

“With HP Records Manager, we were able to standardize and digitize a lot of processes that involve paper,” notes Alain Boey, Sr. VP of the Transformation Management, BSN.

Now, documents generated by BSN employees can be processed within hours or even minutes by its central office, regardless of where the documents originate. Records taxonomy is more consistent, which improves document search and retrieval. Storing documents electronically also reduces space allocated for physical file storage.

- Customer service levels improved thanks to faster, more efficient document processing, e.g. time required to process documents reduced from 4 to 5 days to less than 24 hours.
- Bank agents appreciate faster turnaround as it speeds up processing of commissions.
- Built-in process controls and electronic back-ups reduce the risk of documents being lost, due to human error or system outages.
- Improved auditing and compliance supports high levels of document stewardship and reduces the risk of costly regulatory issues.
- Consistent document taxonomy makes it simpler for users to identify files.

Flexible software

BSN explored a number of electronic records management systems before selecting HP Records Manager. The HP solution emerged as the top choice because it was an enterprise solution that could be scaled across BSN's entire organization. BSN also liked the solution's flexibility. "We were able to put in a lot of controls and a lot of parameterized input," says Boey. "That makes the usage as well as the maintenance easy."

BSN hired HP Professional Services to manage the initial implementation of the solution. "The HP team helped us build the applications and deploy them in selected departments," Boey explains. The consultants' expertise ensured the deployment went smoothly and completed on schedule.

Leveraging HP IDOL analytics

With its documents now in electronic form, BSN is exploring how it can use HP Records Manager's built-in HP IDOL analytics capabilities to drive additional process improvements. "We're trying to get a better understanding of our users' behavior," Boey notes.

"If your objective is to improve your return on investment, improve the entire customer experience, get a better control on the document lifecycle, then HP Records Manager will work for you," Boey concludes."

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