![happiest minds — The Mindful IT Company — Born Digital . Born Agile]

Enhancement of Overall User Experience

For a Leader in Banking & Financial Services

The client is a global leader in investment banking having a presence in more than 70 countries, a revenue of over US$30 billion, and above 75,000 employees worldwide. The financial services provider, which is on a trajectory of steady growth, is known to offer unmatched services to its customers and outstanding value to its shareholders.

Behind the Scenes

Process automation has gained ground in banking services, as legacy IT environment is not just proving costly or slow but is also prone to inconsistencies and errors. Streamlining processes and reducing complexity through useful applications, and doing away with human intervention is critical to meet their requirements. Whether its nurturing digital client relationships, boosting workplace automation, implementing scalable services or facilitating coordination and collaboration, everything is aimed at attaining a competitive advantage

1 Strategy and Objectives

The organization wanted to improve their Cheques and Payments processing for the United States. They had a limited level of Anti-Money Laundering (AML) monitoring conducted on International Cash Letter (ICL) and check disbursement business in the US. They wanted to update the monitoring capability, eliminate manual intervention, risks, and bring better compliance.

2 Value Chain

The organization wanted to bring in transparency, improve the experience, limit inaccuracies and take the Cheques and Payments processing to the next level. They wanted to see if their AML monitoring could be strengthened and automation could be increased. They wanted to bring confidence to regulators and banking partners, and wanted to see if effectiveness could be improved.

3 Enablers

Happiest Minds offered them support and created a business payment application. We designed and implemented an automation workflow across multiple applications to read, validate, and store PMR data for International Cash Letter (ICL) and disbursement checks, to effectively monitor Anti-Money Laundering (AML) processes. The solution ensured:

- **Improved monitoring**
- **Better decision-making**
- **Low costs of remediating errors**
- **Increased operational efficiency**

4 Digital Capital Delivered

The organization wanted to enable retailers, so they can use the app without much of IT knowledge. Also, since delivery partners are different in different locations, integration points may be dynamic. However, the website must be equipped to know where the customer is logging from and must show their delivery status. While delivering the architecture, we made sure that:

- **Improved design process and development**
- **Reduced turnaround time for new vendors on-boarding**
- **End-to-end process visibility**
- **Highly improved user experience**
- **Improved process efficiency**
- **Reduced opportunity for errors**

ABOUT US

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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