

Digital Workers Process Customer Requests 90 Times Faster at Alfa-Bank

Business Impact

**3 minutes
to 2 secs**

Customer request
processing time reduced

**Quick
response**

Digital workers ready,
no time to hire/train new staff

5 days

Digital workforce created,
implemented and tested

Sixteen million Russian citizens and 550,000 corporations trust Alfa-Bank, the leading private bank in the country. To remain competitive and innovative, Alfa-Bank has developed something they call “the phygital model.” Phygital? It is physical bank buildings combined with digital innovation. Cutting-edge tech like biometrics and geolocation combine with helpful bank employees to keep customers secure and supported. So how does one become successfully phygital? With intelligent automation.

“External circumstances have changed dramatically and new processes have emerged. The Competence Center decided to immediately implement a digital workforce. Specialists were able to complete the project on time and satisfy their customers.”

Anastasia Izykova

Head of Performance Improvement,
Alfa-Bank

Challenge

Alfa-Bank is a “bank for every day”—it is there for its customers day in and day out. The days and weeks after Covid-19 began to rapidly spread were difficult for citizens around the world. And it was no different in Russia. Alfa-Bank saw a sharp increase in the number of customer requests as anxiety increased. This was a completely new experience for the bank.

The bank didn’t want to leave customers waiting or their requests unanswered, so it was urgent to process the large volume of incoming requests as quickly as possible. This was a daunting task. At peak the bank saw requests as high as 5,000 per day. In the preceding weeks the demand decreased, but 1,500 requests were still arriving daily.

Solution

With a phygital model and intelligent automation in place, the bank was up to the challenge. Bank employees and Blue Prism intelligent digital workers jumped in and got to work. When bank employees in contact centers or bank departments receive a request from a customer, they immediately enter the information into a special portal. A digital worker then steps in to run required compliance checks, reviewing all parameters for approval. Digital workers process these checks 90 times faster than a human. That’s fast. If the request is approved, the digital worker notifies the customer and applies the changes immediately.

Alfa-Bank’s digital workforce has reduced the processing time for customer requests from 3 minutes to 2 seconds. With the urgency of Covid-19 related requests, it would have been impossible for the bank to staff up quickly enough to meet the needs of its customers. Thanks to intelligent automation, the bank was able to respond rapidly and accurately to the drastically increased volume of requests.