



CENTELON HELPED THE LARGEST BANKS IN AUSTRALIA

with transformation of its customer propositions,
technology, and operations.

About the Client:

Our client is one of the top 4 banks in Australia and one of the top 50 banks in the world. With over 28,000 employees and 8.5 million retail and business customers, it is among the largest enterprises in Australia.

Challenges:

The management of the bank was concerned about the constraints its existing technology landscape imposed, both on the creation of a market-leading customer experience and the ability to rapidly respond to market challenges.

There were four drivers, or problems, that the bank faced

and was looking to address through a transformation of its customer propositions, technology, and operations.

- ✓ Customer expectations for more value, transparency, and control
- ✓ Complexity of products, operations, and technology
- ✓ Intense competition, driven by new entrants and regulatory changes
- ✓ Declining growth and margins



Our Solution:

Centelon assisted the bank in completing the **Assessment, Fit Gap Analysis** and the **"TO BE Model Definition"**.

- ✓ Centelon found out the key building blocks and constraints in achieving the program goals and provided a structured roadmap with mitigants to the identified constraints
- ✓ Centelon designed a transformation roadmap for the bank with a "bluefields" approach

✓ This approach allowed them to build a new modern capability they currently do not have and integrate it with the capabilities they want to retain. Each of these capabilities was identified through the work done in the individual streams of work described above

✓ Centelon then designed the sequences for this approach as "waves" to allow progressive delivery and value for the bank with minimal negative impact on the existing customers

All these artefacts were part of the business case which was successfully approved by the management committee of the bank and subsequently endorsed by the board.





Business Benefits:

This solution provided by Centelon was much more than a technology transformation, where Centelon helped the client deliver upon four outcomes


- ✓ Understanding & using the fact that there are only a small number of propositions people love to use
- ✓ Ensure a purpose-driven, customer-centric culture
- ✓ Improved technology to enable fast and responsive change

- ✓ Deliver simple solutions that are long-lasting & economically viable & sustainable

It was also designed to modernize the bank from within, simplifying platforms and products, improving customer experience, and creating a fundamentally enhanced proposition built on modern systems that are both digital and in-person.



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