

Hellenic Bank

Delivering Better Customer and User Experiences

Hellenic Bank is one of the leading financial institutions in Cyprus. It provides a full spectrum of competitive banking products and services for both businesses and consumers, including life insurance and general insurance services through its two insurance subsidiaries. With strong capital adequacy and robust liquidity, Hellenic Bank is at the forefront in financing the growth and transformation of Cyprus' most important industries and businesses.

Challenge

After acquiring several assets and liabilities from the Cyprus Cooperative Bank in 2018, Hellenic Bank underwent rapid expansion of both its customer base and its workforce. As a result of the acquisition there was a need to integrate additional technologies into the existing IT Landscape. With bank tellers relying on a legacy terminal emulator to access the Core Banking System, the bank recognized that the existing emulator was an impediment to the bank achieving its security requirements.

While the growing tech stack complicated ongoing efforts to integrate with other systems in the bank, the bank's mission-critical terminal emulator was identified as the major barrier to achieving overall business objectives. To truly transform teller and customer experiences, the bank required tools that could automate processes across several systems. As it stood, tellers had to repeatedly log in through multiple applications to access the services or data that resided within siloed systems, slowing customer service. Additionally, these systems were accessible only via a desktop client, limiting the mobility of the bank's credit officers.

Solution

As a result of an initial proof of concept, Hellenic Bank chose to adopt Rocket® Modern Experience (MX) Web and Rocket® Process Integration. Rocket MX (Web Edition) was selected on the merit of the solution's ability to transform host-based applications into agile web and mobile experiences without the need for recoding. Rocket Process Integration would prove essential for reducing the number of systems accessed and keystrokes required to complete transactions. Using the robust Rocket API, the bank's Technology team began integrating the bank's many applications, databases, and systems – without touching a single line of source code. Through Rocket MX Web, this integrated infrastructure was then wrapped with an intuitive and easily accessible user interface built using HTML5. The modernized interface also provided the bank an opportunity to employ Transport Layer Security (TLS) encryption to safeguard data transactions and access, further improving compliance and security.

The bank was able to consolidate disparate application and system workflows into a single window to which branch staff had easy central access.



Using Rocket MX, the team was able to deploy ten times as many dynamic, context-sensitive menu choices as they could with their old solution, eliminating the need for tellers to remember specific transaction codes. George Samuel, manager of IT Demand Management & Strategy Planning, explains, "We've been able to customize around 100 screens as well as consolidate screens for the bank tellers, while also further securing our Core Banking application." Because no recoding was required, and because changes can be made quickly and easily in the new web-based interface, the Technology team could invest time and resources in higher-value tasks. "Leveraging the [Rocket] MX change management processes allowed us to save development time when the green screens change," adds Samuel.

Results

Branch staff adopted the modern user interface from Rocket Software, which allowed them to pull required data, access banking services, and run applications all within a single window. Since deploying Rocket MX Web, Hellenic Bank continues to push the boundaries of the solution's integration and modernization capabilities. Kyriakos Christou, Lead Developer, says "After we went through the proof of concept, we realized the potential that [Rocket] Modern Experience held for our legacy systems. We saw that Rocket's modernization solutions set us up for the future." Moving forward, the bank's leadership has the confidence to explore even greater value-adding initiatives. What's more, deployment of the solution was accomplished in record time, allowing the bank to meet the needs of its rapid expansion. Christou says, "The relationship from proof of concept through implementation and beyond is unmatched. Rocket really puts their customers first, just as the bank does."

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Kyriakos Christou
Lead Developer
Hellenic Bank

Impact

- 1 Introduction of a dynamic, context-sensitive interface reduced training time for tellers and facilitated faster processing of transactions while supporting increased accuracy.
- 2 Accelerated transaction speeds have subsequently improved the customer experience, helping the bank deliver on its vision.
- 3 Compliance concerns have been addressed through the build of a modern, HTML5-based user interface equipped with up-to-the-minute levels of TLS security.
- 4 The bank's IT team now has a flexible, modern toolset that reduces development time and resource spend while enabling further innovation.



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