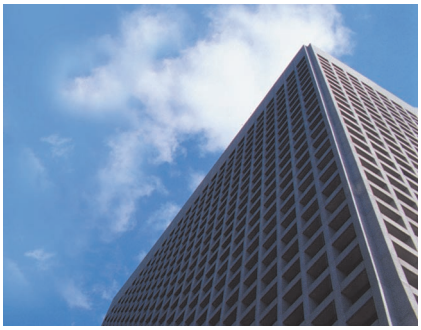

National Bank of Greece

Leading Greek bank reduces costs and speeds loan application processing with Adobe® Document Services

NATIONAL BANK OF GREECE

- The oldest and one of the largest banks in Greece
- Holdings: More than 7 million deposit accounts and more than 1 million lending accounts
- Size: 604 domestic offices and 283 international offices on four continents
- Headquarters: Athens, Greece
- Founded: 1841

www.nbg.gr/en

INDUSTRY

Financial

SOLUTION

- Application Processing
- Business Process Management

PRODUCTS USED

- Adobe Designer
- Adobe Form Server
- Adobe Workflow Designer
- Adobe Workflow Server

IN PARTNERSHIP WITH

- Intersys SA
- A leading system integrator in Greece
- Headquarters: Athens, Greece

www.intersys.gr

intersys

Company Profile

The National Bank of Greece, one of the largest and most successful banks in the country, is enhancing customer services and gaining an edge in the competitive banking industry by delivering innovative products via mobile and Internet banking services. To support its efforts, National Bank is modernizing its internal operations by investing in new technologies, such as Adobe Document Services, to automate everyday business processes. The result is improved customer services and increased employee productivity.

Challenges Faced

- Speed processing of car loan applications submitted by dealerships
- Reduce administrative costs while enhancing customer services
- Improve accuracy of data submitted on car loan applications

Winning new business in the highly competitive banking industry requires fast, efficient outreach to customers. One area where National Bank realized it could streamline operations was in the processing of car loan applications, which involves the ongoing exchange and handling of loan documents between the bank and car dealerships.

Traditionally, car loan applications were done on paper, with staff at car dealerships completing the loan applications for buyers wanting to purchase cars. The dealerships and the bank communicated by phone and faxed materials back and forth, which slowed the process of resolving problems with applications and receiving additional paperwork if necessary.

To streamline car loan application processing—reducing administrative costs and also making the bank's services even more attractive to car dealerships—National Bank wanted to replace its manual document workflows with electronic processes that supported electronic completion, submission, and approval of loan applications.

Success Strategy

Working with systems integrator Intersys SA, National Bank implemented Adobe Document Services to automate the processing of car loan applications. The Adobe solutions enable the bank to integrate people, processes, and computing systems for faster application processing and improved responsiveness to customers.

Using a Web-based interface, car dealerships working with National Bank can now electronically submit loan applications for their customers. The electronic forms, which were created with Adobe Designer software, look exactly like the paper applications already familiar to staff at dealerships and at the bank. Built-in validation features within the electronic forms verify that users enter the correct type of information, such as address, telephone numbers, and value-added tax (VAT) numbers, in designated form fields. Completed forms are then submitted electronically to the bank for processing.

Adobe

The Adobe solutions are integrated with the bank's existing IT infrastructure and automatically route submitted application forms to the appropriate bank departments with the data on the forms also being saved instantly to backend systems. In addition to streamlining application processing and speeding access to information, the Adobe solutions simplify the extraction of statistical data and the creation of reports, allowing bank managers to monitor loan application processes and pinpoint bottlenecks.

Results

RESULTS

- Improved accuracy of information submitted on loan applications
- Accelerated loan application processing
- Improved customer services
- Reduced administrative costs by minimizing reliance on paper-based forms
- Provided competitive advantage by streamlining dealership interactions with the bank

The Adobe solutions enable National Bank to offer dealerships an automated, controlled environment for completing and submitting loan applications for car buyers.

The automated loan processes built around Adobe solutions are easy, fast, and flexible because the online application is fully customized to the bank's policies and strategies. Furthermore, built-in validation features in the online forms minimize errors by alerting dealerships and bank staff if forms contain errors, such as incomplete fields or if the wrong type of data is entered into a field. Because all submitted data is stored electronically by the bank, staff enjoys rapid, reliable access to borrower information for enhanced customer services or to generate reports to help identify and correct possible delays in lending processes.

Additional savings and efficiencies are realized by not having to print and distribute multi-page forms to dispersed dealerships, as well as not having to incur the administrative costs of faxing materials and following up by phone.

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