

Banco Bica

Creating successful market differentiation
with Bonita by focusing on the user
experience



Banco Bica began current operations in October 2012. It has eight branches in the West Central region of Argentina and operates as a regional bank backed by the Central Bank of the Republic of Argentina. Currently, the bank serves small-to-medium enterprises and individuals, offering a broad portfolio of banking services: loans, sight and term deposits, credit and debit cards, current accounts, insurance, international business, and currency exchanges. It also provides electronic and digital solutions such as home banking for individuals and companies, mobile banking, ATMs, and more.

About Banco Bica's Implementation

Banco Bico currently has more than twenty processes implemented using Bonita. Some are as simple as notifications for messages received. Others are much more complicated, where different levels of the company participate (agents, managers, directors). Each receives alerts on actions that need to be taken, the process status, and so on.

“ We know of other BPM products, but we had much better references on Bonita, so we made the decision, with absolute certainty, without evaluating other options. And I think we made the right decision. ”

Jorge Andrek

2nd Vice President of Banco Bica

Banco Bica needed to:

- Create differentiation by reinforcing the high quality attention paid to the customer.
- Differentiate itself from banks that offer the same products or commodities.

Objectives

Challenges

- Banco Bica wanted to immediately automate processes, after identifying their weaknesses due to the financial crisis, and to improve the range of banking services offered.
- Faced with the need to improve some of its processes, Banco Bico decided to search for the necessary tools to bring this about. Without the required knowledge to implement the system, the bank looked for a partner with the appropriate expertise. Eureka Inteligencia para Negocios [Eureka Intelligence for Businesses], a Bonitasoft partner, advised them and managed the process of setting up the applications quickly, with almost immediate visible results.

Outcomes

- Processes are more agile, streamlined, and offer better visibility on status, due dates, etc., which results in better efficiency and monitoring.
- Improvements in meeting deadlines and process security.

Benefits

- Improved agility and simpler processes save time, as employees do not need to run around in search of authorization or a signature.
- Many authorization processes can be completed with a cellphone. For many of the applications, information generated by interactions is automatically updated in the bank's central systems.





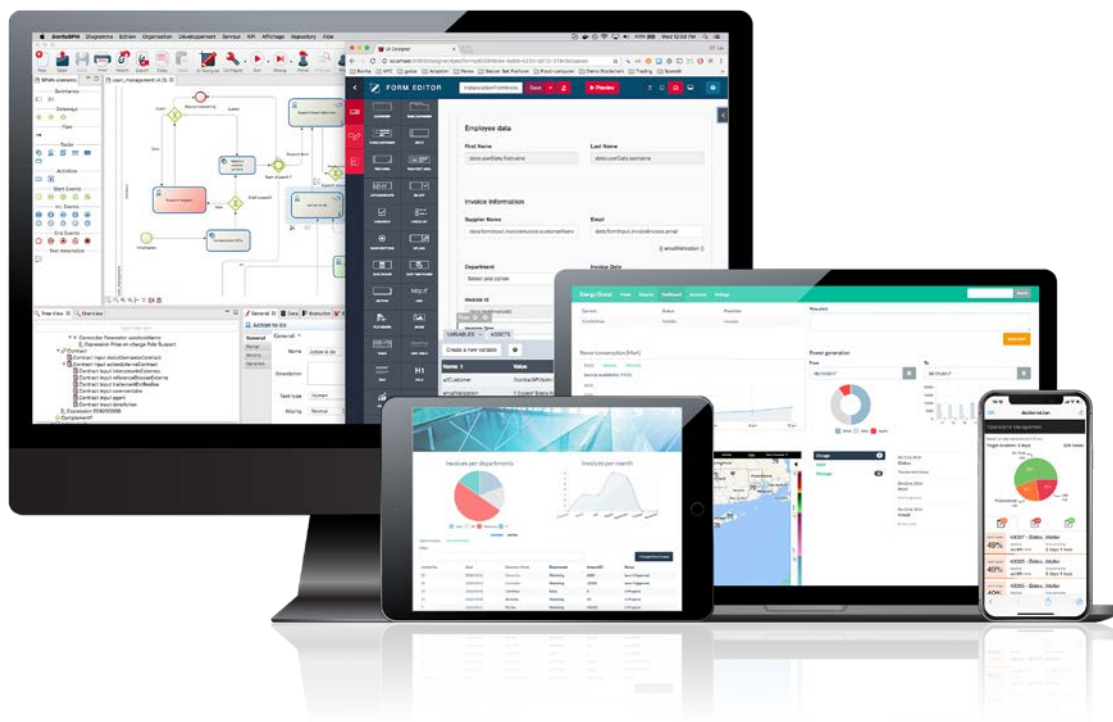
Eureka Inteligencia para Negocios

Eureka Intelligence for Business specializes in providing Business Process Management and Business Intelligence solutions, enabling customers to efficiently manage their business processes using BPM tools and support their analysis-based decision-making.

“ When a client solves a process problem using Bonita, and management and users see improved efficiency, that client will continue to find more processes where the BPM applications make life easier. ”

Claudio Ruiz Díaz

Managing Director of Eureka Inteligencia para Negocios



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