



Case Study: GT Bank



The Overview

Guaranty Trust Bank plc is an international bank with business outlays spanning Anglophone and Francophone West Africa, East Africa and Europe. The Bank presently has an asset base of over N3.287 trillion and employs over 10,000 professionals in Nigeria, Cote D'Ivoire, Gambia, Ghana, Liberia, Kenya, Rwanda, Uganda, Sierra Leone, Tanzania, and the United Kingdom.

Established in 1990, the Bank's consistent delivery of innovative financial solutions and exceptional customer experiences has enabled it to record year on year growth in clientele base and key financial indices since inception. Recognizing a need to meet growing customer demands, GTBank adopted ProcessMaker as an enterprise solution.

The Problem

Before ProcessMaker, GTBank's internal business processes operated on an outdated management suite. The previous vendor's product architecture and point solutions weren't delivering the level of customization nor scalability for customers that the bank needed. Eventually, the rising cost became harder to justify.

In order to integrate easily, certain features were required by GTBank for the BPM system. For example, the bank needed a central processing department at corporate. This was meant to handle tasks like demographic changes and maintenance. Originally, this was happening at individual branches. Departmental silos and communication lags became a negative effect that contributed to the inefficiencies in cross-collaboration.

Guaranty Trust Bank, Nigeria's largest publicly traded bank, takes pride in its ability to deliver quality customer service. Needing to stay competitive in the market, the bank adopts the ProcessMaker workflow platform.

Today, ProcessMaker is the most widely used application at GTBank.

Industry

Banking

Country

Nigeria, with subsidiaries in:

- Cote D'Ivoire
- Gambia
- Ghana
- Kenya
- Liberia
- Nigeria
- Uganda
- Rwanda
- Sierra Leone
- Tanzania
- United Kingdom

GTBank also wanted to use the system for foreign exchange transactions—or exchanges involving money moving in and out of the country. Specifically, it needed to integrate ProcessMaker with the Swift Financial Messaging Service. This service generated Telex messages to notify banks when money transfers have been completed. Those requests would then be received and approved in the ProcessMaker system before initiating the transfer.

The Solution

GTBank required a robust solution that was going to be able to streamline all of its branches and processes on one platform. The amount of complexity, customization, and power the possible solution required was enormous. Due to the ProcessMaker platform being intuitive, simple to use among nontechnical personnel, and comprehensive, GTBank was able to use ProcessMaker for all operational needs. Today, any business unit not involved in central processing or foreign transfers uses ProcessMaker for process automation.

The Value Created

Bank staff quickly learned how easy it was to assign cases and complete processes through the new digital system. All operations are able to be automated, transferred, assigned, and completed on the ProcessMaker platform. By handling cases faster at greater volume, the bank remains consistent in delivering its promise to utmost excellence in banking solutions.

To date, the institution has increased its processes to 161 to 204. A revamp of the IT department was a critical change, too. After receiving and analyzing requests, the department assigns a developer to the case before moving the project to testing and, if all goes well, to production.

Once GTBank started using ProcessMaker, the platform quickly became the most used application at the bank. The financial institution has 7,500 users working 20,000 cases through the system, completing over 4 million cases in six years—that's more than 150,000 per month. ProcessMaker has redefined how GTBank operates, giving it the tools it needs to better serve its customers and expand its business.

For personnel to deliver quality work, space and time must be created to focus and be productive. This is precisely what the ProcessMaker platform empowered GTBank to do.



The Problem

- Management suite was outdated
- Requests processed at individual branches with different protocol
- Lack of complexity in point solution software
- Previous messaging service required easy integration into new software

The Solution

- Digitized back office operations
- Automated lending lifecycle and account management
- Standardized foreign exchange transactions
- Installed central processing department at corporate
- Increased volume and speed of handling case management

The Results

- Most used application across bank
- Enhanced customer experience strategy
- 7,500+ users now handle 20,000 cases throughout new system
- 4 million new cases completed in 6 years (150,000+ per month)
- Increased processes handled from 161 to 204
- Stronger IT department and infrastructure

About GTBank

GTBank is a multinational bank operating with 10,000+ employees spanning a global presence between West and East Africa and Europe. Its assets include N3.287 trillion, specializing in digital banking, retail banking, corporate banking, investment banking, and asset management. The bank is headquartered in Victoria Island, Lagos.

The bank is prized for its dedication to their "Orange Rules," or eight principles of excellence that drive forward the bank's brand and customer experience strategy. As an institution that prioritizes innovation, professionalism, and results, GTBank recognized its need to adopt new technology that would better fulfill its mission.



Users and Cases

- 7,500+ users
- 200,000+ cases per month

Integrations

- SWIFT Financial Messaging

60+ processes implemented, including:

- Car Loan Liquidation
- Forex Bid Process
- International Trade Facility Sign-Off
- Document Deferral Process
- CIR Process
- Risk & Control Self-Assessment
- Term Loan-Time Deposit
- Cash & Travel
- File Transfer Module
- Retail Loans
- Change Request Form
- Case Management for E-Fraud
- Complaints
- Attestation of Returns Rendered
- Contract Staff Exit Form
- Contract Staff Leave Application

About ProcessMaker

ProcessMaker is low-code BPM and workflow software. ProcessMaker makes it easy for business analysts to collaborate with IT to automate complex business processes connecting people and existing company systems. Headquartered in Durham, North Carolina in the United States, ProcessMaker has a partner network spread across 35 countries on five continents. Hundreds of commercial customers, including many Fortune 100 companies, rely on ProcessMaker to digitally transform their core business processes enabling faster decision making, improved compliance, and better performance.