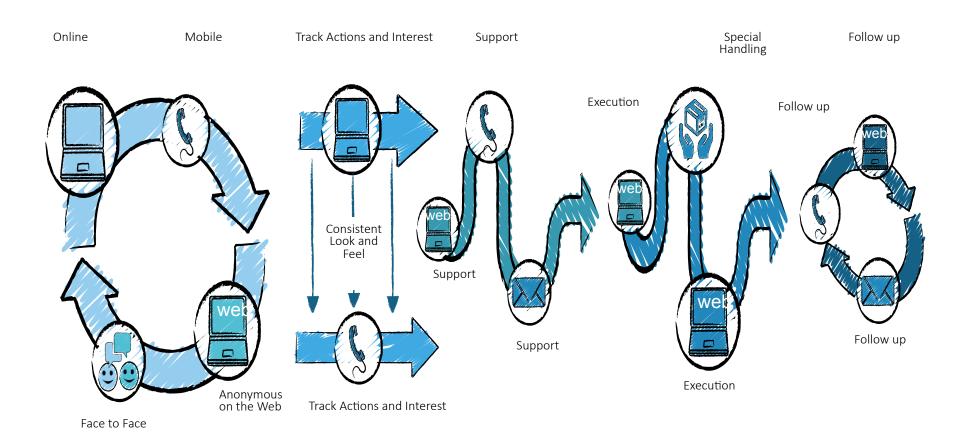




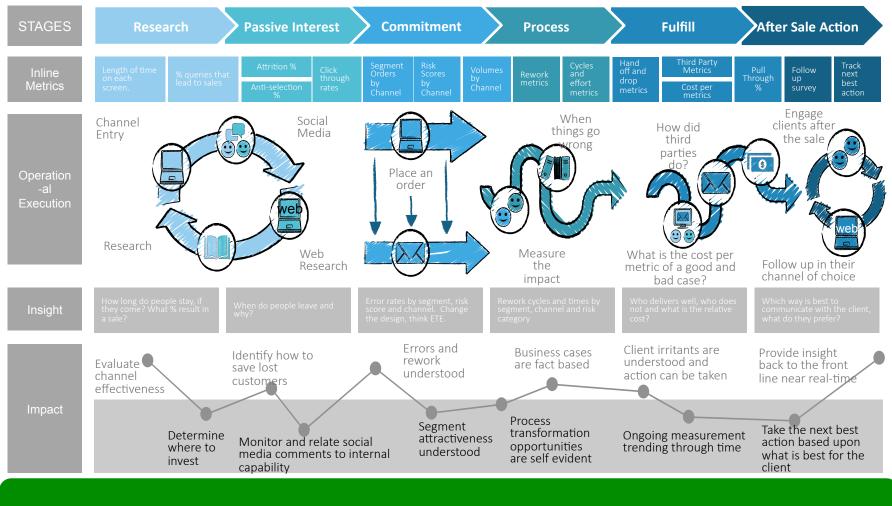
### **See The Process in The Context of The Customer Journey**



Make the Processes Transparent, Visible and Measurable



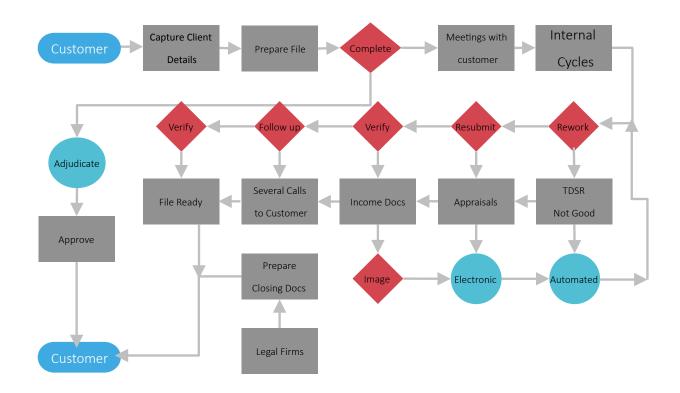
### **Measure Inline Client Experience and Process Performance**







### **Enabling a Focus on What to Fix, Automate or Digitize**



- Did the process work as intended?
- Was the data captured as planned?
- What does it cost us to execute this process?
- Where can we automate?
- Can we stop the rework?
- Is there a better way to verify?
- Can we eliminate paper?
- What docs are we moving that we don't need to move?
- What upstream changes would reduce downstream work?
- What should I digitize?
- If I were the customer would I like and engage in this process?

Provide Metrics for the Business Case and Process Insight About What to Change



# For Example: Make AML/KYC Process Performance Transparent and Visible – Process for Individuals<sup>1</sup>

Information Gathering

Verify Identity

PEP and Terrorist Checks

Third Party Determination Initial Risk
Assessment/
Client Due
Diligence
(CDD)

Enhanced Due Diligence (EDD) and Final Risk Assessment

Name
DOB
Address
Phone
Occupation
Intended Use
Control of
Account
PEP Inquiry
Citizenship

ID Types
Drivers License
Passport
National ID Card
(verify & attest)
Use of credit
history, cleared
cheque
Third party
attestation

External database check Additional work required if name matches (if PEP, or on Terrorist, or Sanctions list) PEFP, deemed to be high risk Steps to determine whether or not an individual is acting on behalf of a third party

Determine initial risk assessment Look at: employment income source of funds Citizenship PEFP, deemed to be high risk If HR, go to EDD

Satisfy yourself that the client is not involved in Money Laundering or Terrorist Financing

Verify key fields, make sure the process is followed, track time spent on the process

<sup>1</sup>Wanilah Advisors use Stereologic software as part of our delivery methodology



## **Typical Client Benefits**

Less Effort and Faster	Fact Based Insight	Process Improvements
5x reduction in current state documentation and 10x reduction in measurement effort	3 month ROI payback (time metrics and transparency highlight waste and rework)	Reduce errors, better training, ongoing monitoring, ETE process transparency
80% reduction in time to document current state processes	Builds the business case for change that is fact based and can be seen by all (change the dialogue)	Improve control, identify missed or incomplete process activities. Assists with "Post Transformation Recovery".
Better quality documentation, screen shots with narrative at the press of a button	Assists in BPO structuring, setup and ongoing monitoring – don't give away value and also track SLA performance (local and remote)	Quick wins are obvious as practice and process comparisons are easily prepared and demonstrable



#### Establish a Baseline, Build a Business Case and an Execution Plan

Discover, measure and document your processes and build a fact based business case











Tools and Analytics

Measure Operational Processes **Evaluate**Client Irritants

Determine the Baseline

Build the Business Case Identify Corrective Action

Address Process or Customer Issues and Rapidly Document Processes Identify
Opportunities for
Improvement

Refine and Improve Operational Processes, Shorten the Execution Cycle and Improve the Bank's Value Proposition



### **Benefit and Value Of a Proof of Concept**

End to End Process Transparency
Measure What Actually Happens
Build the Baseline (Business Case)

Identify Where To Fix the Process

Determine Where to Automate

Determine the Implementation Plan

Benefits of Process Discovery, Documentation and Insight

Analyze Client Issues
Analyze Employee Issues
Analyze Third Party Issues

Rapidly Document Existing Processes

Screenshots and Time Stamp Details

Determine the Sequence of Process Automation

Value Delivered			
Faster	Fact Based	Insight	
Process Documentation	Analysis of What Actually Happens	Transparency, Issue Identification	
Issue Resolution	More Rigor With Less Effort	Change the Client Dialogue	
More Focused Implementation of Fixes	Unambiguous Baseline	Identify Waste/Value And Actions to Be Taken	

