

CASE STUDY

Mashreq Bank

Modernizing Service Desk with Intelligent Automation

Mashreq Bank, Dubai's third biggest lender, is the oldest privately owned bank in the United Arab Emirates with a growing family of 12 overseas offices in nine countries.



90%

improvement on TAT in most cases



10,000

tickets resolved per month



75%

improvement in customer satisfaction scores

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Using AutomationEdge the bank achieved end to end modernization of its service desk by automating over 100 use cases in diverse areas of End User support, User access management, Network, Data Center, Security, Application and Systems support.

Automation Goals

- » Reduce reliance on manual processes
- » Recraft service desk to be proactive in response
- » Ensure consistency and flawless execution of compliance norms
- » Improve customer satisfaction
- » Reduce costs
- » Reduce turnaround times

Process Overview

Looking at the growing footprint of the bank as well as its sharp customer focus, a roadmap was laid out by AutomationEdge. After careful review, it became clear that the entire update needed to be done in phases.

Phase I: A plan was formulated to automate shared directory access, data requests, CRM access and of course the omnipresent Windows password functions. **13% of service tickets** were automated.

Phase II: This phase included automating Health Check alerts, data sharing, data transfer, Web publishing and CMS publishing functions. More than **50% service requests** were automated in this phase.

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For the ease of use and powerful IT Automation capabilities, AutomationEdge was our clear choice. AutomationEdge has helped us automate an average of 10,000 IT Service Desk tickets per month.

— Venkatesha Murthy, VP - Technology, Mashreq Bank



CUSTOMER SUCCESS

Venkatesha Murthy share his experience on Digitizing Service Desk Operations with RPA

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Ready to create your own story?

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