

CASE STUDY:

Bank of Tennessee

Bank of Tennessee has been a financial services leader in the greater Tri-Cities area since 1974. Through a commitment to customer satisfaction, the company has grown to employ more than 180 professionals in 11 branches and an operations center in the Northeast Tennessee region plus a business banking location in Nashville.

Bank of Tennessee (BofT) is committed to delivering the best in performance for satisfying customer requests and understanding their expectations. Personal accountability for loan management at the highest standard of behavior, including honesty and fairness, is a priority for all employees.

CHALLENGE

Bank of Tennessee competes with large national banks through superior speed and customer responsiveness. Senior Operational Officer Will Barrett believed that further-enhancing the external customer experience would require accelerating key internal processes. *"After interest rates, the primary thing our customers care about is speed," he says. "They want to be able to close their home or commercial loan and get their funds as quickly as possible."*

Barrett believed BPM-based process improvement was the place to start, but he also wanted to create a more mobile and collaborative Enterprise Social environment. He identified BofT's mortgage processes as a first candidate for improvement due to its core importance to the organization and its current limitations, such as manual hand-offs, paper-based systems, limited process visibility, and lack of consistent and sustained communications.

"We wanted BPM for core process improvement. We wanted to be more mobile and use Social technology, but we didn't have a good implementation plan around it," Barrett says. "When we saw Appian, it was a match made in Heaven. Appian brings social collaboration into a business process-centric context."

APPROACH

The company looked at regional and national banks to see what their approach was for addressing those concerns. Given the modest size of the bank's IT department and other resources, taking a path identical to that of many large banks was not an option because it would have entailed considerable customization and a large financial investment. Instead, Bank of Tennessee sought a solution that already included its key requirements and was affordable to develop and support. Bank of Tennessee chose Appian not only for its mobile and social features, but also for its capabilities in comprehensive dynamic case management. Loan origination involves a combination of structured automation and unstructured human interaction and collaboration. It also creates volumes of paperwork that must be reviewed, approved and maintained. Appian was selected to improve the efficiency of straight-through processing using the platform's integrated business rules, alerts, escalations, and more. In addition, Barrett believed Appian's ability to present enterprise data via a simple social interface, within the context of established business processes, would increase the speed and quality of human collaboration and decision making in cases that involved exceptions to standard policies.



SOLUTION

Barrett's team began building the new Mortgage Loan Origination application using Appian Cloud. This allowed the team to jump-start development even as it waited for the provisioning of on-premise hardware. With Appian's unique Portable Cloud architecture, the team was able to move the entire cloud application behind the BofT firewall for deployment.

Appian's application platform combines the best of BPM work automation with the most innovative capabilities in Social, Mobile, Cloud and Data technologies. Appian centralized all BofT mortgage-related communication, processes and data into one platform that allows loan officers, managers and customers to collaborate together to get work done more quickly. Through automation and flexible business rules, the system eliminated BofT's reliance on disparate paper forms, faxes, emails, and snail mail.

Making all of that power available on an iPad/iPhone, Android or BlackBerry means Bank of Tennessee's loan officers can interact with customers to initiate, check on, or modify a loan request from anywhere. This interaction is created by Appian's dynamic case management with structured automation, leading to better interaction between loan officer and customer.

RESULTS

Bank of Tennessee has seen a host of business benefits from its initial Appian implementation. Chief among these is a 30% acceleration of mortgage loan approvals, which directly impacts the quality of the BofT customer experience. Appian delivered this by eliminating multiple days of work and duplication in the process, automatically enforcing the movement of work to its next step. Other received benefits include full process visibility, increased data quality, less re-work, and decreased training times.

The improved loan management system helps Bank of Tennessee achieve its mission critical business objectives by integrating disparate legacy systems, overlaying them with a more flexible, natively-mobile architecture and social interface. Making loan officers mobile with an improved workflow system gives them the tools needed to increase efficiency, while collaborating with customers through a simple, user-friendly social interface

Appian gave us an enterprise social environment that is tied to our processes and directly impacts our efficiency. We have accelerated loan approvals by 30%, which has a direct impact on the customer experience.

- Will Barrett, Senior Operations Officer, Bank of Tennessee

Appian

As the market leader in modern Business Process Management (BPM) software, Appian delivers an enterprise application platform that unites users with all their data, processes, and collaborations — in one environment, on any mobile device, through

a simple social interface. On-premise and in the cloud, Appian is the fastest way to deliver innovative business applications.

For more information, visit www.appian.com