

# Value Insight

The Complete Business Intelligence

## Scope International

Scope International, a wholly owned subsidiary of Standard Chartered Bank, UK, is an integral part of the Bank's strategy to consolidate operations into Shared Services Centres. It was set up with the plan to ultimately have a significant part of the bank's global processing sourced out of Scope International. Located at a 500,000 sq ft world class facility in Chennai, Scope has invested about US\$ 100 million and employs about 4000 people. It carries out 80 million transactions per year. Scope currently services 52 countries. The scale of operations at Scope makes it one of the biggest banking BPOs of its kind in India. The facility in Chennai is one of two hubs that the bank has set up, the other being in Kuala Lumpur.



Scope International's operations are quite diverse, ranging from banking operations to supporting global HR processes, financial services, software development and maintenance, support for global treasury operations and providing IT helpdesk support. The company has adopted Six Sigma as the basis of its quality methodology in the organisation to create a highly effective, metrics driven performance culture.

## Business Challenge

The Scope International has their own enterprise software system for their various departments which will generate Text file reports. These Reports will have the transaction based entries. These reports are in a Plain Text format which cannot be considered directly for any Management related activities like measuring various factors like Productivity of Processors or Volume of Transactions generated from a Country or Accuracy level of Processors while transacting. In addition to that if Top official needs a report based on various parameters like Country, Processor, Action or Product, a work around has to be done to



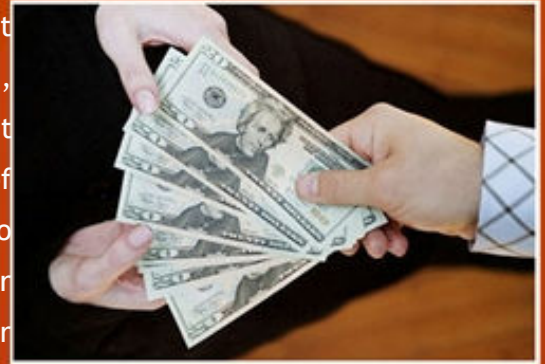
generate a Report. This involves time and extra manual intervention. Some times due to manual preparation of report, human error results in the projection of report which contributes to wrong decisions. Another hitch lies in taking decisions that are going to affect the performance of Processors, Countries etc.

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## Smart Work Smart Rewards Program

Scope International was in the process of implementing Smart Work Smart Rewards Program in Cash and Securities Department that includes various sections like Payments, Global Message Center (GMC), Global Reconciliation Hub (GRH) and Custody. For example in Payment Section, which processes the Payment Transactions done by the Clients of SCB, they found to their disappointment that they were not able to measure the exact Productivity based on the performance of their Processors across various products like Outward Telegraphic Transfer (OTT), Inward Telegraphic Transfer (ITT), Outward Local Transfer (OLT), Inward Local Transfer (ILT) and Book Transfer (BT).



If they wanted to measure the Total Volume of Transactions generated from a Country across Products and Processors also, they were not able to do so faster. They have to rely on various sections to generate manual reports and once again consolidate those reports to arrive at a global figure. Another problem aroused while trying to find the Volume of Errors committed by Processors while processing the Transactions of SCB Customers. This actually slowed down their process of identifying Smart Work.

If they took Global Message Center (GMC), which performs the Routing of various queries raised by the Clients of SCB to various sections within Scope International, finding the Volume of various Systems, that routs the queries, like SAA, SCStar, and AIX across Countries, were arduous tasks. If they wanted to find the Productivity of their Processors based on Over-Time Hours, once again they had to depend on persons who have expertise in some tool to generate corresponding Reports. That too they might have to spend more time on programming in addition to their routine tasks. Likewise generating reports on their System Outage Volume, Productivity based on various Internal as well as External Training Program, Volume of Customer Complaints registered and arriving at Attrition level due to various reasons, which are all going to affect the Productivity of that section, were their pain areas. When they wanted to find System Reconciliation Volume or Processor Reconciliation Volume in Global Reconciliation Hub (GRH), once again manual processes costed time.

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## Solutions

To address the above problem and better data analysis, Scope International selected the Value Insight tool from Altech Star Solutions after reviewing competing solutions from larger, better known vendors. In the end, they selected the Altech Star after seeing that Value Insight business intelligence applications delivered all the functionality of the competing products.

Altech developed Productivity Tracker, a feeder application to the Value Insight, business analytics product. PT is a J2EE based solution, which captures volume, errors and manual activities of all processors and checkers across Wholesale Banking Division (WB). These data are then uploaded into VI on a daily basis for further analysis.

With the help of Value Insight, which access the OLAP Cube and generate Graphical and Tabular Representation, they were able to measure Productivity and Volume based on Processor, Country, and Functionality. In addition, they were able to constantly monitor specific combination like country wise processor wise Volume of Transaction in a single click of button by setting it as a Key Performance Indicator (KPI).

They were also able to set exceptional reporting with a combination of parameters like Function and Country when the Volume falls between a specific limit or below or above the limit. They were also able to create User Defined Report (UDR) with a specific parameter which can be scheduled to be mailed at regular intervals to concerned authorities. In addition, they were able to Group reports based on specific parameter or Compare between different Time Stamps like Yearly, Half Yearly, Quarterly, Monthly and Daily. They were also able to export the data to Excel, PowerPoint or PDF.



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## Key Benefits:

The Implementation of Value Insight results in

- Improved flexibility to select data that meets users' exact requirements
- Reduced reporting costs and Leverage customizable reports
- Automated reporting and analysis
- Improved efficiency and speed of report review
- Issues were identified quickly and acted upon immediately
- Reporting Capabilities for deeper business insight
- Ability to rapidly react to changing trends
- Increased productivity and Optimized resources
- Tailored analytics to specific departments and functions



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