



Branch simulator

ICICI Bank is India's second-largest bank and offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and specialized subsidiaries. Their services cover investment banking, life and non-life insurance, venture capital and asset management.

ICICI Bank has its branches and subsidiaries spread all over the globe and have several International Finance Centers in the USA, United Arab Emirates, China, South Africa, and Bangladesh. In India, ICICI Bank is the most valuable bank in terms of market capitalization. The bank's equity shares are listed in India on the Bombay Stock Exchange and the National Stock Exchange of India Limited.

The challenge

- Traditionally, newly hired Customer Service Officers handling ICICI's branches, were exposed to SOPs and software steps during onboarding but took up to a month to reach acceptable performance standards in processing customer requests
- ICICI incurred costs on this account and due to their errors
- Wanted to reduce time to competence of new hires

The solution

- TIS held SME discussions, interviews with branch managers, and experienced CSOs to determine 13 key processes and common errors

CASE STUDY



TATA INTERACTIVE SYSTEMS

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- The solution integrated these activities and allowed the learners to process customer requests end-to-end.
- Allowed for common variations for each process that a CSO was likely to face in real life.

The result

- ICICI premiered the solution in classroom settings at training events across India.
- Earlier, a new joinee would take 3 months to achieve benchmark productivity levels, post this training same found to be achieved in 1.5 months, thus slashing down the time to competence to job by 50%.
- The virtual environment provided them a platform where they could make mistakes and learn from them, and constructive feedback to improve performance