

CASE STUDY



CALICUT CITY
SERVICE CO-OP
BANK LTD.

A class 1 super grade bank.

www.calicutcitybank.com



The Bank has been certified ISO 9001- 2000

The Calicut city Service Co-operative Bank is the leading bank in Kerala under co operative sector and it is popularly known as Calicut City Bank . Its area of operation is limited in Calicut Corporation. It is one of the most trusted cooperative banks in kerala.

Calicut city Service Co-operative Bank draws its fame by helping economically weaker section of the society and offering them affordable, attractive savings and loan products. Some branches of City Bank remain open on Sunday and national holidays/ festivals too. Bank has a wide network of 26 branches across Calicut corporation. The bank offers a 12X7 hour banking service to clients from most of its branches.

As part of social service bank spread their wings to area like Health Care and Real estate. Under their Care Foundation they started Dialysis Center with affordable rate and full free for BPL person. Apart from this, recently they Started MVR Cancer center. The Bank has been certified ISO 9001- 2000 for quality and is the second bank in the co-operative sector to get ISO certified.

In order to improve the customer service further, bank adopted the web based core banking technology from Perfect Software Solutions (Clt) Pvt.Ltd. Switch over from TBA to Core Banking system was one of the turning point decision of bank, and later it helped to boost the growth of the bank in all aspects. Joining with Perfect Software Solutions, the bank made its journey to success. Perfect played a inevitable role in the growth of Calicut City Service Co-operative bank.

Our Profile: Digital Banking



Challenges\ Requirements:



A. ATM

- Customer can make withdrawal transaction even beyond the business hours of bank.
- Provides facility like Mini Statement, Balance Inquiry, PIN Change etc..
- ATM card can be used as Customer Card at Counter level.

B. Mobile Banking

- A single Mobile Application which support both iOS and Android for all customer needs.
- Facility like Account Statement viewing, Mobile (Prepaid) and DTH Recharge, Bill Payment of Mobile (Post Paid), Land Line and KSEB
- IMPS/NEFT facility
- Manage Multiple Account of same customer, QR Code based Shopping System

E. BC/Micro ATM

- Giving Banking service at home and remote areas
- Not only collect, but disburse money to customers in need
- Reduce Loan over due and bad debts.
- Help to meet target during Deposit Mobilization
- Spreading Banking awareness among common man

I. Missed Call

- No need to send SMS
- Account balance and Mini statement as SMS just by giving a missed call
- Customer can access account information any time 24 x 7

- Facing challenges from Nationalized and Private Banks in technology based services
- Need Effective Services to enable fast and easy banking for both Customer and Bank staff
- Bank have to give all kind of services to customer without considering their home branch.
- Long queue formation at the teller counters for withdrawing and deposit of money.
- Long processing time required for user requests, despised by the customers. Some of the customers when coming to Bank will not be having any account details and the staff has to search for the account details of the customer before any transaction is initiated.
- Paperless Banking
- Zero Defect Product delivery

Benefits of new core banking solution

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- Introduced state of the art technology in the Bank at par with nationalized banks
 - Maintain the existing Customers who are tech savvy
 - Serve customers with speed and accuracy
 - Reduce Loan Overdue and Bad Debts.
 - Join in financial Inclusion process and help the poor in banking operation
 - Efficient Utilization Of Experts And Human Capital
 - Lowers bank's TCO due to Reduction in maintenance and L3 Support
 - Introduced multiple Delivery Channels Like :-

C. SMS Banking

- Pull service included Balance Inquiry, Mini Statement and OTP generation request.
- Push Service Offers Services like Alerts, Intimations, Due notices, Messages and OTP generation
- Alert SMS about Bank Cash Balance Status to authorized person in predefined time interval.
- Customer can access account information any time 24 x 7

F. Smart Caller

- **Sending intimation as Voice for**
- 1. Due intimation, Demand Intimation
- 2. Auction Details, General Messages

H. Customer Card Integration

- A single card can be used for ATM, Express Counter, Micro ATM / BC
- Card Swiping machine at counters will give fast service to the customer
- All the account details of a Customer can be retrieved in a single card swipe.

D. Host to Host Integration for NEFT/RTGS

- Fully Automated system for Inward and Out ward fund transfer.
- No need of manual interaction like export and import by staff
- Support both NEFT and RTGS transaction
- User can also transfer from mobile application provided by bank

G. Mobile Branch

- In current scenario to open a branch may not be financially viable. To overcome this problem bank started a branch in a bus with three counters.
- Customer will get all kind of banking services exclude locker facility.
- Providing banking services at each and every corner of city.

Bank had steady growth after the implementation of Core Banking system. When compared with 2012 (CBS Implemented) and 2018 (Current Fin year) bank had growth of **38% in Deposits, 51% in Loans and over 15% in Customer base**. They were able to achieve this without increasing the staff strength much.

Cross selling of banking products was also very easy to the staff. Since it was easy to launch new deposit and loan products, the bank had started 8 new branches in different parts of the city.

As the Core banking was browser based and scalable, they were able to operate Mobile Branch in a Bus by connecting the bus to the Head office through 3G and Wimax. The Management was able to make timely and adequate decision in running the Bank by using MIS reports and other options available in the software. Now they are planning to integrate biometric security for staff login and for Gold Loan customers.



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