

A LEADING COMMERCIAL BANK IN INDIA

SOLUTION



Capital Cube CBX-FX enabled a digital, personalized experience for corporate treasury clients of the bank

THE BANK WAS ABLE TO GROW BUSINESS BY INCREASING CUSTOMER BASE BY DIGITIZING FX TRADING PROCESS

KEY CHALLENGES



The need of the hour was to deploy a multi-browser compatible, non-applet-based application that could alleviate the client's trading problems and, at the same time, enable the support activities extended by the bank's sales team. Enabling the bank's corporate treasury clients was the key goal.

- Turnaround time to decide and get a deal executed was high
- Dependency on bank branch for negotiation and decision
- Losing out on attractive strike rates
- Access to streaming market rates
- Access to real-time positions and deal logs not available
- Use the existing treasury infrastructure and yet enhance the end-customer experience
- Provide a rich user experience
- Provide extensive entitlement-based access for both customers and sales team

VALUE DELIVERED

- This was implemented on top of the existing ecosystem which allowed the business to continue as it is, while end customer experience changed entirely Digitizes the FX trading process by providing a transparent trading channel to the end customer
- Helps the treasurer to grow the bank's business and generate better spread/fee Intuitive interface eliminating the help desk time, Relationship Management and dealer engagement with streaming rates and reduced errors
- Provides STP from customer's device to treasury back office
- Interface to multiple liquidity providers based on bank's requirements