

Navigating Digital Frontiers: Kiya.ai's Digital Channel implementation success at Kerala State Co-operative Bank



The Kerala State Co-operative Bank, a prominent co-operative institution in Kerala with a legacy dating back to 1914, boasts 769 branches across the state. Embarking on a digital transformation journey to modernise its services, the bank enlisted the support of Kiya.ai. Acting as the catalyst for the bank's embrace of modern technology, Kiya.ai successfully navigated integration challenges, achieving the dual goals of providing customer-centric services and streamlining operations for the Kerala State Co-operative Bank.



Project's scope and objectives encompassed the following:

The primary objective of Kerala Bank's digital transformation initiative was to address resolution of challenges associated with the adoption of new digital channels, ensuring seamless integration with existing systems to create a cohesive and efficient banking environment.

- **Embrace Modern Technology:** Integration of contemporary technologies into the traditional banking services.
- **Digitalises Services:** Provide customers with modern, efficient, and accessible banking solutions.
- **Enhance Customer Experience:** Leverage technology to offer convenience, accessibility, and a user-friendly interface through digital platforms.
- **Improve Operational Efficiency:** Optimise internal processes and workflows.

Solution Overview

The implementation of Kiya.ai Digital Channel in the Kerala State Co-operative Bank introduces a comprehensive set of features and modules to enhance the delivery of banking services through various digital channels. These functionalities aim to improve the customer experience, promote financial inclusion, and enhance operational efficiency.

Here's a list of the key functionalities provided by Kiya.ai Digital Channel:



MADP (Mobile Application Development Platform): Kiya.ai offers a modular platform that allows for quick customisations, ensuring the bank can adapt to changing customer needs and market demands efficiently.



Mobile Application for iOS and Android Devices: A mobile banking application for both iOS and Android devices enables customers to access banking services conveniently from their smartphones and tablets.



Retail and Corporate Banking Modules: Kiya.ai's Digital Channel provides modules tailored to both retail and corporate banking needs, offering a wide range of services to different customer segments.



End-to-End Solution for Online Account Opening: A seamless end-to-end process for online account opening simplifies and expedites the account creation process for customers.



Automated Verification & Validation: To streamline account creation, reducing manual intervention and improving efficiency and accuracy.



Pause & Resume Journeys Across Channels: Customers can pause and resume their banking activities seamlessly across various digital channels, providing flexibility and convenience.



Aadhar OTP-Based KYC Journey: Ensuring regulatory compliance while simplifying the onboarding process.



PAN Validations through NSDL Gateway: Integration with the NSDL gateway enables PAN validations, enhancing data accuracy.



Integrated Video Calling & Call Scheduling Engine: Customers have the option to engage in video calls with bank representatives, and a call scheduling engine facilitates efficient communication.



Back-Office Portal for Multilevel Verification: A dedicated back-office portal allows for multilevel verification, ensuring thorough validation of account creation and transaction processes.



360° Customer View: The bank has access to a comprehensive 360° degree view of customer details, enabling better customer service and support.



Multilingual Support: To cater to a diverse customer base, ensuring accessibility for all.



Latest New Age Hardware & OS Platforms: Compliance, performance, and service requirements are met through the use of the latest hardware and operating system platforms.



Audit Trail & Audit Management: To ensure transparency and compliance with regulatory standards.

Benefits Achieved

Kiya.ai's Digital Channels in the Kerala State Co-operative Bank brought forth a range of benefits, enabling the bank to adapt to the digital era, enhance customer experiences, and improve operational efficiency while adhering to regulatory requirements. Here are some of the key advantages:

■ Interoperability through All Channels

The solution ensured seamless connectivity and consistent customer experiences across all digital channels, promoting convenience and accessibility.

■ Paperless Transactions

By facilitating paperless transactions, the bank reduced environmental impact and streamlined processes, making transactions more efficient.

■ Any-Time Banking Services

With 24/7 availability, customers have the flexibility to access banking services at their convenience.

■ Financial Inclusion

The digital channel implementation extended banking services to a broader audience, contributing to financial inclusion by reaching underserved communities.

■ Increased Banking Service Adoption

Customers were encouraged to adopt a wider range of banking services, expanding the bank's service portfolio.

■ Enhanced Customer Experience

The solution improved the overall customer experience, providing user-friendly interfaces and efficient services.

■ Facilitated Decision-Making

Robust reporting and analytics tools enabled data-driven decision-making, enhancing the bank's ability to strategise and respond to customer needs effectively.

■ Reduction in Operational Costs

Streamlined processes and reduced manual intervention led to lower operational costs, increasing the bank's efficiency.

■ Cross-Selling & Up-Selling

The digital channel along with 360° degree profile view provided opportunities for cross-selling and up-selling of additional banking products and services.

■ Improved Revenues

The enhanced digital banking services likely contributed to increased revenues through greater customer engagement and transactions.

In summary, Kiya.ai's Digital Channel Implementation empowered the Kerala State Cooperative Bank to thrive in the digital age, fostering customer satisfaction, operational efficiency, and financial growth.



Infrasoft Technologies Limited,

7th Floor, Building 09, Gigaplex, Airoli (W),
Navi Mumbai - 400708

Tel: +91 22 6776 4000 | Email: sales@kiya.ai