



Transforming Customer On-Boarding for Voya

The Business Challenge

- » A lack of a centralized mechanism for on-boarding new customers. 17 separate departments used 20 different systems and over 170 different tasks
- » Over 500 emails per customer on-boarding, employees had to go through large amount of data, making it time consuming to track activities, departmental owners and tasks
- » A unique set of requirements based on a combination of Asset Classes, Strategy & Share Class to which a customer has to be on-boarded
- » The on-boarding processes were not scalable. Coding, development and testing was required to roll-out new strategies/service offerings to the customer
- » The on-boarding processes were collaborative leading to missed deadlines and non-compliance, with no system driven SLAs

iCOB implementation for Voya

- » A 26-week project using an iterative (Agile) methodology to configure all the existing Voya strategies
- » Customization of the iCOB framework to collect customer and fund data
- » Enhancements to the framework to:
 - Configure and automatically trigger tasks based on data collected during on-boarding
 - Automatically compute expected and actual funding dates based on SLAs
 - Define dependencies between tasks
 - Prioritize tasks to achieve the funding dates

The Benefits Delivered to Voya

- » Automation of the on-boarding process for all the existing combinations of Vehicle Types/Asset Classes and Strategies
- » The ability to add new Asset Classes and Strategies, by configuration rather than coding, reducing the software development time by 50%
- » System driven SLAs, Approvals, Tasks and Data Collection sections have improved transparency and operational efficiency by 20%
- » Tasks are triggered automatically based on customer data, which has improved operational and regulatory compliance by over 80%

Voya

Voya Investment Management is the asset management arm of Voya Financial, a leader in retirement services and investing. Our investment platform has been carefully built to help meet the long-term needs and goals of our clients. Voya Investment Management (Voya IM) is a leading active asset management firm. With more than 40 years of experience and an ongoing commitment to reliable investing, Voya IM has the resources and expertise to help long-term investors achieve strong investment results.



900 employees + **200** investment professionals



13 million customers



\$217 billion in assets under management



\$11 billion 2016 revenues



\$7.9 billion market cap



Incessant rapidly developed a deep understanding of Voya's unique business challenges and provided a robust approach that we adopted to build a scalable solution.

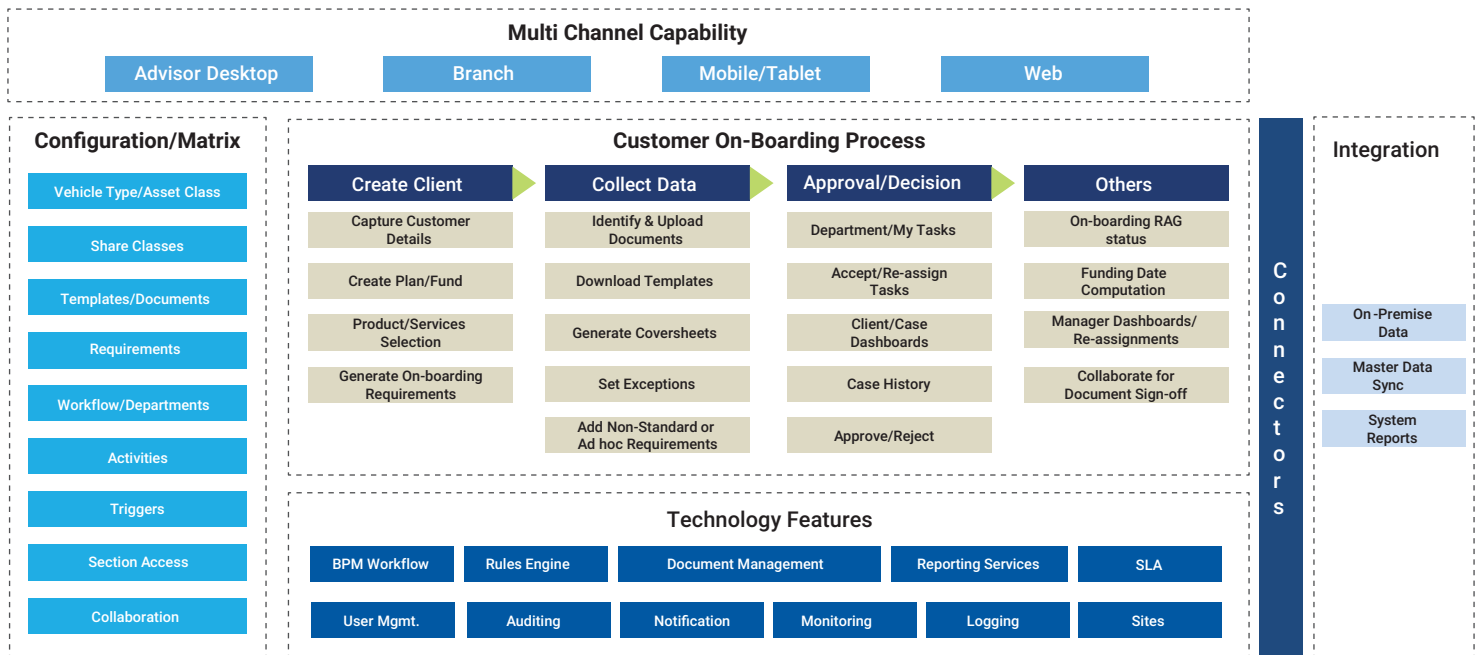
- Eileen Madden

Incessant Customer On-Boarding Framework – iCOB

The iCOB framework utilizes the power of Appian platform to deliver a highly configurable workflow and set of business rules, to enable business users to automate the customer on-boarding journey.

Key Features

- » iCOB has the ability to configure:
 - Products and Services across multiple lines of business
 - Characteristics that defines a customer
 - Mandatory/Non-mandatory requirements
 - Approval and workflow processes
 - Deadlines for approvals
- » iCOB automatically determines important customer characteristics during the registration process
- » iCOB generates personalized requirements that have to be fulfilled and tracks them to closure
- » iCOB allows uploading of supporting documents required for on-boarding
- » iCOB can add non-standard/one-off requirements that specific to a customer and tracks them to closure
- » iCOB can be integrated with multiple interfaces (like AML, KYC etc) to facilitate and validate various checks
- » iCOB can be configured to automatically re-generate tasks for documents that require periodic validations



About Incessant

Incessant Technologies, an NIIT Technologies company, helps organizations realize their Digital Integration goals, through the agile delivery of enterprise iBPM solutions. Incessant's BPM Practice has unmatched certification levels in the industry with over 60 Appian experts (100% ACAD Certified, 83% Platinum and Gold Certified Practitioners). We have proven expertise in helping leading organizations in North America, Europe and Australia achieve their digital goals. Our industry leading solutions include: Customer Onboarding, Continuous Delivery and Business Operations Suite. These solutions have highly optimized processes to accelerate your Appian journey.

For more information, please email contact@incessanttechnologies.com
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