

ONLINE APPLICATIONS

Removing the Hassle to Streamline the Application Experience

DST's AWD® delivers online applications for banking, insurance and investment products that drive an end-to-end process to help eliminate inefficiencies, inconsistencies and missing information. Bridging the gap between the back office and front office, it helps cut costs and delivers a seamless experience for clients and intermediaries alike.

Getting off to a good start

Financial services customers want products to be cheaper and faster; regulators demand consistent compliance; and providers want market share. The pressure to cut processing costs and deliver an excellent application experience has never been greater.

However, too often paper-based systems or failures to integrate standalone online application systems with back office data undermine both the customer experience and operational efficiency:

- Confusing application forms lead to high numbers of mistakes and incomplete applications.
- Supporting paperwork is delayed or lost.
- Out of date forms risk failures in regulatory compliance or wasted visits for intermediaries and sales staff.
- Time-consuming and expensive processes delay transmission of information to the head office and require information to be re-keyed into back office systems, increasing room for errors.

Ultimately, the result is an application process that is slow and inefficient, undermining the customer experience, adding to costs, and risking sales.

Straight through, straight forward

AWD is a flexible, scalable business process management solution. It captures and seamlessly integrates data entered by customers or intermediaries for applications into back office systems. For mortgages, loans, credit cards, insurance, investments or current accounts it delivers a smoother, more efficient application process and significant improvements in customer satisfaction levels.

From the first click on the website or the initial appointment booking, AWD begins to gather the information needed for a complete, compliant application. A user-friendly interface reinforces your branding and helps eliminate inconsistencies and errors.

Capturing all the relevant information – even when applications are filled in offline – AWD automatically updates websites, and intermediaries' tablets and computers with the correct forms to ensure you get the information required for your systems and regulatory compliance. Supporting documentation is captured by camera, scanner, tablet or smart phone and automatically attached to applications to ensure they are right first time.

Dynamic forms mean customers, sales staff or intermediaries are only asked to enter information in the sections relevant to them, eliminating confusion and driving a faster application process. On-screen prompts can guide and help users, and ensure the correct documentation is requested and recorded.

AWD integrates seamlessly with the back office. Application information automatically populates back office systems when the application is submitted, or when intermediaries or sales staff synchronise their tablet or PC. This data drives an end-to-end on-boarding process, automating checks with external systems, such as credit agencies, acknowledging applications, setting up workflows and providing updates. From initial contact to approval, it ensures trouble-free on-boarding.

Getting it right with AWD

- The right form.
- The right information.
- The right supporting documents.
- The right process.
- Right the first time.



Contact us

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Business benefits

AWD brings the front office and back office together for a more efficient, effective application process for your customers and your business by helping you:

- **Cut costs:** Eliminate data entry requirements by enabling straight-through processing.
- **Increase sales:** Protect sales by avoiding delays in processing applications and open up cross-selling and up-selling opportunities quicker through faster on-boarding.
- **Keep compliant:** Ensure the right forms are used, the right questions answered, and the right documents captured.
- **Deliver excellent customer service:** Avoid mistakes, delays and misplaced documents, and deliver a smooth, satisfying application experience. With offline functionality, AWD lets users fill in applications in the comfort of the customer's own home or where no trusted internet connection is available.
- **Keep flexible:** Make changes to the application process quickly and easily to accommodate new regulations, business requirements, or products.
- **Gain consistency and control:** Enforce consistent control and branding of applications across the organisation, sales force, and intermediaries.
- **Track trends:** View and analyse application numbers and status in real-time to understand the products driving your business.
- **Improve the process:** Quickly identify stumbling blocks and weaknesses in application forms that are resulting in errors.

In numbers

Typical annual benefits from DST for online applications:

- Up to 100% compliance with regulatory and internal standards and alignment with stated business objectives.
- 50-75% Faster on-boarding.
- 20-40% Efficiency gains.

Why AWD?

- **Adaptive:** Make changes to applications quickly and efficiently without the support of the IT department. With AWD, authorised business users can easily change applications to adapt to regulatory requirements or develop new forms with intuitive drag and drop tools.
- **Easy to use:** Benefit from intuitive, and attractive applications for customers or intermediaries with intelligent functionality such as document capture using tablets' integrated cameras.
- **Flexible:** Offline or online, AWD ensures all the right information is captured for consistent, compliant applications whether in the intermediaries office or remotely.

About DST

DST Business Process Solutions, a wholly-owned subsidiary of DST Systems, Inc., is a trusted provider of technology-based service solutions to the world's best known insurance, retail and commercial banking groups, as well as utilities and media communications organisations. AWD, our intelligent business process management (BPM) and case management application, is used by over 400 clients to align people, technology and departments to execute effective operations. For over 20 years, clients have used AWD to help reduce cost, improve customer service, ensure compliance and improve overall operational efficiency. There are now over 200,000 AWD users within the DST family of organisations, partners and clients.



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