

CUSTOMER SUCCESS STORIES

Transformed B2B Payments into a High Returns Offering for a Top US Bank

About the Customer

A multinational investment bank and financial services corporation in the US.

The bank's core activities include safeguarding assets, lending money, making payments and accessing the capital markets on behalf of its clients.



One of the	Global presence in over	History in helping clients since
Top 3 Banks in the US	160 countries	200 years

The bank offers products and solutions to corporations to help them effectively manage their payments. The offerings cover invoices, payroll and taxes, and settlement of treasury activities.

The bank's payables solutions can initiate payments securely with its straight through processing capabilities. The solutions give the customer access to information and integration with Treasury systems, to improve cash flow forecasting. The payment capabilities are in line with local clearing systems, driving benefits from domestic and cross-border transaction initiation, online, real-time information, and integration with ERP and treasury systems.

Key Business Needs

The bank was looking for a product to elevate the user experience for its accounts payable customers. Market research indicated there was an opportunity to decrease operations cost. This offering from the treasury division was considered to be a cost centre traditionally but the bank wanted a complete revamp to move towards profitability.

Key challenges the bank encountered were:



High operations cost and no self-support system

The bank's existing system had an inadequate operations model and there was no self-support system in place for the large corporate clients and its suppliers.



Low platform adoption rate

The bank was struggling with a very low platform adoption rate due to poor user experience, long and inefficient onboarding process and no promotional campaigns



Long processing time

The corporate client's suppliers were constantly complaining about the processing time. This was due to unavailability of supplier database and options of multiple digital payment rails.

Incedo Solution

Incedo solved the bank's issues with two different approaches. We deployed our payments platform IncedoPay as a SaaS Solution for the bank along with managed services for campaigning.

Incedo deployed its payment infrastructure services to digitize and improve the process

and activated use of data for decision making which led to areas of improvement to generate upsell and cross-sell opportunities.

Campaigns were launched to promote platform adoption and smooth onboarding process to vendors. This also addressed the issues related to processing time.



using IncedoPay – the end-to-end corporate payments solution. IncedoPay brought together the bank, its clients and the client's payees on the same platform. This SaaS based platform was cost effective and came with a self-support system. Modular architecture approach was adopted for optimum platform implementation and seamless integration with the bank's payments ecosystem.

Further, this platform provided visibility and transparency around business performance

Below activities were done to achieve the business goals.

- **Supplier prioritization and targeting** through data insights via ML framework
- **Outreach strategy** leveraging a combination of optimal channel and messaging
- **Launched campaigns in IncedoPay and Salesforce** stitched together with operational workflows
- **Service desk support** to improve supplier experience

Business Impact

37% Reduction in Operations Cost

70% Reduction in Support Requests

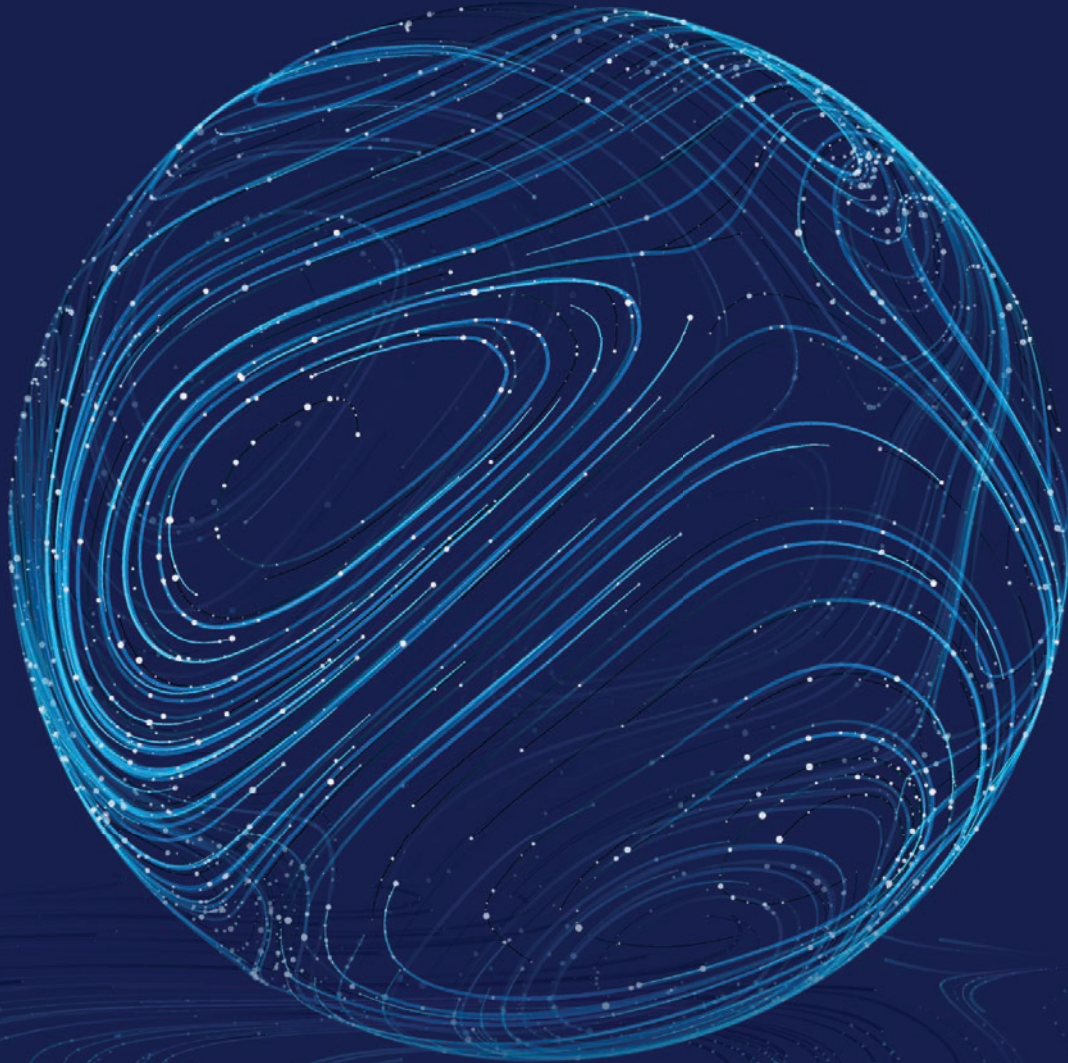
2x Increase in Usage of Digital Payments

6x Increase in New Supplier Outreach

[Explore IncedoPay >](#)



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About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 4,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries.

9+

Fortune 500
Customers

11+

Global
Locations

4k+

Employees
Globally

Our Global Presence

India

Gurugram
Chennai
Pune
Bengaluru
Hyderabad

USA

Santa Clara
New Jersey
Dallas
Boston

Canada

Ontario

Mexico

Guadalajara

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