

## SunTrust Bank

### Redesigning operations to improve customer experience and create a competitive advantage.

SunTrust, a top 20 national bank, transformed their treasury management operations from the inside out, yielding new efficiencies and an improved client and teammate experience.

#### The Challenge

*Untapped opportunity to boost revenue and provide a differentiated client experience*

SunTrust leadership saw a significant opportunity in the treasury management business to connect processes, update to cutting edge technology, and provide a much higher quality client experience. The bank's goal was to bring this business line to the caliber of other high-performing units at SunTrust.

#### The Solution

*Improving client experience starts with a vision and a better operating model to deliver on it*

SunTrust partnered with West Monroe to redesign their treasury management onboarding and servicing operations with the goal of providing an easier experience for their clients and obtaining a competitive advantage in the industry. West Monroe took a client-centric approach to optimizing SunTrust's current operating model and enhancing their supporting technologies.

To support the new operating model, SunTrust selected the nCino Treasury Management solution. Among other benefits, the nCino solution was selected due to its ability to power a digitally connected experience for clients and teammates alike, with fewer redundancies, greater transparency, and improved user experience.

#### THE BOTTOM LINE

THE WEST MONROE SOLUTION INCLUDED MORE THAN JUST TECHNOLOGY TO IMPROVE AREAS BEYOND TREASURY MANAGEMENT

SUNTRUST EXPECTS TO REALIZE THE FOLLOWING BENEFITS...

SPEED UP NEW IMPLEMENTATIONS BY

**30%**

SPEED MAINTENANCE AND SERVICE REQUESTS BY UP TO

**70%**

CREATE  
**24/7**

REAL-TIME STATUS OF IMPLEMENTATIONS, MAINTENANCE, AND SERVICE REQUESTS VIA NCINO TECHNOLOGY

As of 2018, SunTrust had total assets of \$208 billion and total deposits of \$161 billion. The Company provides deposit, credit, trust, investment, mortgage, asset management, securities brokerage, and capital market services

*Confirming the client experience vision and developing a new operating model*

West Monroe mapped out the current state client journey and current operating model. Working with SunTrust, the team then developed an optimized client experience path and supporting operational redesign. Finally, to bring the experience to life, West Monroe used these recommendations to inform the initial requirements for the nCino technology platform, verifying that the solution was enabling a more efficient operational and client delivery redesign.

*A new model powered by nCino*

Prior to implementing nCino, the West Monroe team worked with SunTrust to help redefine roles and communicate the new approach to treasury services. Working in a collaborative committee comprised of SunTrust, West Monroe, and nCino representatives, the group helped SunTrust business teams get trained on leading practices in client experience strategy, organizational change

and project management, as well as technical knowledge of the nCino treasury management product and the Force.com platform. Working side-by-side with SunTrust and nCino throughout the design and build phases of the project, the West Monroe team was able to calibrate the solution to the bank's needs and meet goals set by the treasury services team.

**The Impact***A new vision for treasury services and a refreshed client experience*

The West Monroe team helped SunTrust clearly define the ideal treasury client experience and the optimal future-state operating model that would bring this new and differentiated experience to life. West Monroe's inside-out approach improved operating process and enabled a shift in creating a widespread client-centric mindset among SunTrust teammates.



**“Working with West Monroe has really been a one team approach.”**

**Roxann Moore**

Head of Treasury Operations, SunTrust Bank

