

## Case study: Standard Chartered Bank

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### Background

Standard Chartered Bank (SCB) employs 30,000 people in more than 500 locations in more than 55 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. It is one of the world's most international banks, with a management team comprised of 70 nationalities.

### Problems

Three locations of SCB in India (Chennai, Bangalore and Kolkata) required help with their records management. Each faced different challenges and a range of solutions was proposed. They are discussed individually below.

### Chennai

#### Creating better workflows

Crown and SCB in Chennai teamed to create a special project entitled 'Know Your Customer'. The purpose of this project was to improve records management through workflow maps, which make it easier to visualize handling the immense volume of customer documents.

As its first task, Crown concentrated on the most important documents in the credit card department and put them in an efficient working order. This made it much easier for SCB to retrieve information as it was required.

In the next phase, Crown and SCB agreed on a "plastic pouch" solution. All documents related to one customer with different accounts are inserted into one plastic pouch for storage. Crown manages the process flow and, to date, has 400,000 pouches.

To further assist SCB in the future, Crown is building a state-of-the-art facility in Chennai and will continue to manage their business. This new facility will have the space to store even more documents for SCB.

## Bangalore

### More efficient retrievals

Crown first began managing SCB's credit card division in Bangalore, overseeing application forms, charge slips, vouchers, statements and general files.

Today, Crown and SCB are working closely to improve their records management and to make it more cost effective. In the last year, Crown processed 100,000 retrievals for SCB.

The global average of retrievals is about 3% of all items in storage. This retrieval added up to 18% of all documents, revealing that Crown and SCB are working with confidence and as a team. One of the benefits of Crown's retrieval process is that SCB has the ability to send back many of the retrievals to Crown electronically, thus saving on the physical transport costs.

The teamwork is once again proving to be very successful.

## Kolkata

### Technology

Crown's relationship with SCB in Kolkata is a special one. In December 2001, Crown received the opportunity to offer records management services to the Kolkata facility. When Manas Kumar Ganguly, currently Regional Manager, Crown Eastern India, learned of the news, all he had was a mobile phone and a group of enthusiastic employees.

At the time, there was no Crown office. On the strength of winning the SCB contract, Crown quickly leased a facility and put a plan into action. SCB believed in Crown's team and despite an improvised facility, they were able to provide a quality service to SCB. Within a month, Crown Kolkata packed approximately 17,500 cartons.

Today in Kolkata, Crown retrieves up to 1,000 documents per month. They go down to page-level retrieval when necessary. The most important documents were entrusted to Crown for sorting and organization. SCB in Kolkata and Crown Records Management, as a team, have helped improve efficiency and service to clients.

## Results

The last words on Crown India's relationship with SCB belong to Mr. Sushen Jhingan, Head SS&PM India and Nepal, SCB Bank. "We only have great things to say about the Crown India Records Management Team," said Mr. Jhingan. "We clearly explained what we required from them as professionals and as partners with SCB. And they have come through for us at every level."