



Driving the local economy with ServiceNow

Since its inauguration in 2003 as a subsidiary of Raiffeisen Bank International AG, Raiffeisen Bank Kosovo has provided a wide range of banking products and services to customers across Kosovo. The bank has been particularly active in lending to businesses, cementing its vital role in the development and growth of Kosovo's economy.

The bank, which offers services to both commercial and private customers, boasts an extensive branch network throughout Kosovo, as well as advanced electronic banking facilities, including telephone and internet banking.

The IT and operations team underpins the running of the Raiffeisen Bank Kosovo network, delivering IT support to the company's employees, in turn empowering them to deliver the best experience to the bank's customers across every touchpoint.

However, as the bank's offering grew in sophistication, across more channels, the IT operation started to become increasingly complex. Project work increased by 50%, alongside similar growth in the number of people working in the IT team.

The situation brought significant challenges, as Arbër Fazliu, head of IT and communications, Raiffeisen Bank Kosovo, explains: "Our drive for best practice and improving the customer service had created a raft of new manual processes and reporting requirements, and we struggled to allocate tasks so they would be actioned efficiently. Our existing systems were unable to cope with a fast, demanding working environment."

Fazliu had ambitious plans to deliver new projects, invest in cutting-edge technology and support the vision of the business in providing a modern, customer-led banking service. To achieve its objectives for business transformation, cost reduction and compliance, it was vital for the bank to simplify its IT service management (ITSM) approach.

Fazliu explains: "We wanted to make a strategic move towards transforming the IT services function and having the right technology in place was integral to achieving this ambition."



Customer

Raiffeisen Bank Kosovo

Highlights

International banking group drives financial services modernisation in Kosovo

Headquarters

Pristina, Kosovo

Geographies

Kosovo

Employees

750

Business/Vertical

Financial Services

Partner

ITCE

A modern platform for accelerated service delivery

In April 2017, ServiceNow was rolled out across the Raiffeisen Bank Kosovo network, providing a single platform for IT service management and consolidating multiple IT tools, databases and management systems into a central system of record.

The efficiency of the service desk has dramatically improved, as Fazliu explains: "ServiceNow brings an intelligent approach to service management. Intuitive workflows and the automation of processes has streamlined our approach and freed up our teams from manual tasks, so we can effectively handle the demands of our employees."

Full visibility of the service desk is a major benefit, enabling Fazliu's team to prioritise, plan and allocate tasks in the most efficient way. All the different process owners within the IT team have their own dashboard, where activities can be tracked, customised and tasks can be assigned by team leaders.

This view also extends across the entire IT operation, with a single system of record providing insight into elements such as projects, the cost of service delivery and how IT resources and budgets are allocated company-wide.

For Fazliu, the ability to analyse and report on the data is also proving to be highly valuable: "By using ServiceNow, we gain a holistic view of all activities, such as key achievements, performance against our SLAs and expected outcomes. We are running IT like a business and not a tactical operation.

In addition to the implementation, ITCE also contributed to the project by fulfilling an advisory role. The team was very helpful in providing guidance on how to design the processes in the most optimal way by applying business and industry knowledge."

Creating a strategic business asset

Aside from streamlining key processes, there has been a notable impact within the business in changing the perception of IT services.

"By reducing human error and, critically, giving employees clear expectations when it comes to response and resolution times," says Fazliu. "The reputation of IT within the bank has improved significantly."

It's not only with internal customers that the perception of IT is critical, as Fazliu explains: "As a financial institution, Raiffeisen Bank Kosovo has a responsibility to report information about its IT capacity, spending and technology investments to Kosovo's financial governing body. With ServiceNow, we can easily bring our data together in an easy-to-understand dashboard to share with all heads of department to meet compliance and regulation requirements."

Reports break down the bank's service-level agreements, providing senior leadership with insights on a monthly basis to inform decision making and gauge the health of the business from an IT perspective.

Challenges

- Increasing pressure on the IT team to support a growing business was holding back an ambitious plan to drive innovation and new services
- Delayed responses to incidents and failure to meet SLAs was impacting the customer experience
- Difficult to prove the value of IT to the business, with a lack of visibility into the performance of the IT operation

Solution

- IT Service Management
- IT Business Management
- Discovery

Results

- A leadership position in the Kosovan banking sector, created through a greater focus on innovation and digital transformation projects
- Fast responses and compliance with ambitious SLAs, due to a streamlined approach to service delivery
- Transformation of the reputation of IT as a critical business function

Empowering teams to work smarter

For Raiffeisen Bank's IT team, this strategic project has been a catalyst in creating new opportunities to innovate and transform their roles.

"Introducing ServiceNow has completely changed the way my team deals with work on a day-to-day basis, giving them full control," says Fazliu. "The workload is balanced, free from manual tasks and there's more transparency in the way the work is distributed."

The team is ambitious for change that puts Raiffeisen Bank Kosovo at the forefront of driving the Kosovon economy and now have a platform that can keep pace with that vision.

"ServiceNow is so much more than an IT platform; it's fundamental to our business, enabling IT to reduce the time to market for innovation, streamline our service approach within the business and ultimately support the delivery of great experiences to our customers," says Fazliu.

"Our strategic partnership with ServiceNow means we can continue to stay ahead of the competition and be pioneers in Kosovo's banking industry."

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– Arbër Fazliu, head of IT and communications, Raiffeisen Bank Kosovo

