

Accelerate Workshop

A Trifork Accelerate Workshop is a structured approach for solving critical business problems. Problems involving business, technology and design. By rapidly testing ideas and prototypes with users, the workshop is a short cut for decision making. Trifork Accelerate enables strategy.

Situation

Bankdata provides complete IT solutions to 11 Danish banks and is one of the largest financial IT companies in Denmark. The banks own Bankdata and play an active part in planning, developing and prioritizing activities. Bankdata needed to provide a new loan process to the banks. The current loan process is complex, time consuming and contains several pitfalls for the advisers. Integrated in the process is a portal for mortgages, XPortalen. XPortalen is being shut down as a portal, and will soon only operate as an API.

Also, one of the banks - Sydbank - had conducted an analysis of the loan process. Most importantly the analysis showed were the bank advisers type in data manually. This was a big and important piece of work.

Bankdata also wants to help the banks become more customer centric. Today's customers demand simplicity, efficiency and transparency. Bankdata decided to involve both advisers and customers in the development of the new loan process.



Allan Severinsen,
Senior Vice President
of digital users, Bankdata

"The Trifork Accelerate Workshop is an incredible strong enabler for business."

Need

Bankdata needed several things:

- | **To better understand adviser and customer pains.**
- | **A visual prototype of the new adviser solution.**
- | **To understand how bank advisers and customers would react to the prototype.**
- | **To understand how the new loan process would affect the IT architecture.**
- | **To integrate the key insights from Sydbanks analysis in the prototype.**

The prototype should create alignment between Bankdata and the banks. This would kickstart the development of the new solution. Trifork approached Bankdata and offered to facilitate an Accelerate Workshop.

Approach

Insight is the starting point for a successful workshop. Trifork gathered all the material that Bankdata had about the loan process. Also, 12 stakeholder interviews with Bankdata and the banks gave insight into specific domains. This created insight into the challenge ahead and was the basis for the program.

On the first day of the workshop the current adviser process when 'omlægge lån' was mapped out in a user journey. The journey showed highs and lows of the existing solution. The insights from the efficiency analysis was overlaid on the journey. This enabled the team to agree on which pain points to solve.

On the second day ideas for how to solve the pain points were being produced. Using creative techniques from design thinking, the team ended up with more than 26 ideas.

On the third day the team agreed on a Minimum Viable Product.

The team filtered the ideas based on desirability, feasibility.

Solutions that solve a big pain point for customers or user are desirable. Solutions that are easy to put in place are feasible. The solutions that were both became the scope and focus for the rest of the workshop. The team recorded important ideas that were difficult to implement for later.

On the fourth day the designers began to prototype, and the team began to run user tests. The users validated some of the ideas, others turned out to be wrong. But at this early stage it was still easy and cheap to course correct. The team interviewed 10 customers, 8 bank advisers and 4 'boligeksperter' during the workshop.

On the fifth day the team created a presentation for the 'styregruppe/medlemsbanker'. Several parts of the prototype were already produced. During the next week the team would finish the prototype. In the end, the presentation created support for the prototype. Bankdata now has the mandate to develop a modern and much more customer centric loan process. Now the development of the adviser solution and IT architecture awaits. The solution will give bank advisers much more time to service their customers. And this will help the banks strengthen their relationship to attractive customers.

Result

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