SUMMITAI

Driving IT Transformation at a Leading Bank in Thailand

65% of service requests automated

60% improvement in CSAT

50% MTTR

Customer Background

One of the largest banks in Thailand, this financial giant is a market leader in assets, loans, and deposits. A pioneer in consumer finance, auto hire purchase, and personal loans, the bank also operates subsidiaries in investment banking, wealth management, investment advisory, and portfolio management. With its diverse portfolio and wide customer base, the bank required an IT infrastructure and supporting ITSM ecosystem that could keep pace with its rapid business growth and digital transformation ambitions.

Challenges

Fragmented IT Systems Hindering Service Excellence

As the bank expanded, each subsidiary adopted its own set of applications and tools, resulting in a complex, fragmented IT ecosystem. The IT leadership lacked a single pane of glass to view services, performance, and issues across the enterprise, making governance and control difficult.

Siloed Systems Limiting Efficiency

- Each subsidiary operated its own processes, resulting in duplication of efforts and lack of standardization.
- Cross-subsidiary collaboration was hindered due to disconnected ITSM systems.
- Automation was limited, forcing IT teams to rely on manual processes that slowed service delivery.

Legacy ITSM Tool Bottlenecked the Bank's Digital Transformation

The bank's incumbent ITSM tool further amplified the challenges:

- Slow and complex administration requiring heavy IT resources.
- Rigid workflows that made customization and scaling difficult.
- Poor user experience, discouraging adoption by IT and business teams.
- Limited integration with modern enterprise applications.
- Inadequate reporting and analytics, reducing visibility into IT service performance.

Impact on Business and Customers

These IT challenges extended beyond IT operations:

- External customer services were impacted by internal inefficiencies.
- Digital transformation initiatives stalled, as IT lacked the agility to support innovation.
- Overall productivity and customer satisfaction suffered due to delays in issue resolution and inconsistent IT service quality.

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Solution

Modernizing IT Service Management with SummitAI

After a rigorous evaluation of multiple tools, the bank's IT leadership chose **SummitAI IT Service Management** to streamline operations, boost automation, and accelerate its digital transformation journey.



Key drivers of the decision included:

Ease of Use and Administration

- Required fewer resources to manage SummitAI ITSM compared to the legacy tool.
- Reduced dependency on expensive IT specialists.

Intuitive UI/UX

- Clean, user-friendly design driving higher adoption across the bank and its subsidiaries
- Faster onboarding and reduced training costs.
- Improved user experience for both IT teams and end-users.

Seamless Integration

- With SummitAI ITSM, the bank easily connected multiple applications for a unified IT view
- Helped build unified IT landscape across subsidiaries.

Automation at Scale

- Automated service requests, incident triage, and asset lifecycle management.
- Reduced manual workloads and human errors.

Comprehensive ITSM Modules

- Incident, Service Request, Change, Problem, and Knowledge Management.
- Integrated IT Asset Management (ITAM) for full visibility and control.

IT Asset Management (ITAM)

- Improved visibility into hardware and software spend.
- Automated asset lifecycle from procurement to retirement.
- Optimized utilization and cost savings.

Flexible Custom Workflows

- Easy-to-build workflows for banking-specific processes.
- Allowed IT leadership to align IT services with business needs rapidly.

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Outcomes Delivered



Transforming IT Service Delivery and Customer Experience

- **65% of service requests automated,** reducing workload on service desk staff.
- **50% faster mean time to resolution (MTTR),** enabling quicker issue resolution.
- **60% improvement in CSAT,** driven by faster, smoother IT service experiences.
- **Significant improvement in IT service desk productivity,** enhancing both internal IT efficiency and external customer services.

- **Automated asset lifecycle management** delivering:
  1.Significant savings in hardware and software costs.
  2.Optimized asset utilization across subsidiaries.
  3.End-to-end visibility for IT leadership.
- **Accelerated digital transformation initiatives,** as IT became an enabler instead of a bottleneck.

Customer Testimonial

"SummitAI ITSM has been a game-changer for us. By simplifying IT operations, enabling automation, and giving us real-time visibility into our IT landscape, it has not only improved IT efficiency but also enhanced customer service delivery across the bank. SummitAI has been instrumental in accelerating our digital transformation journey."

— Head of IT Operations, Leading Bank in Thailand

Request a demo

Get started with SummitAI ITSM solutions

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