

**Improving operational efficiency along with customer experience and reducing last-mile costs for delivering critical bank deliverables to the customers with iBox.**



## About The Client

Headquartered in Mumbai, ICICI Bank is the 2nd-biggest private bank in India. The bank has more than 5,000 branches across the country and enjoys the trust of millions of domestic as well as NRI customers.



## Problem Statement

- The large customer footfall in key ICICI Bank branches was hampering the staff productivity as a large number of non-banking critical customer requests needed to be processed.
- Delivery of critical banking deliverables such as cheque books, credit/debit cards, etc., were adding to the last-mile costs due to the unavailability of customers for receiving these communications.

## CHALLENGES

- High Hidden Costs & Delivery Costs of Deliverables
- Long Queues Hindering In-Branch Customer Experience
- Limited Branch Operating Hours To Pick-Up For Customer Deliverables
- Heavy Reliance On Manual Entries & Paper Work
- Low Operational Efficiency
- Lack Of Real-Time Reporting & Tracking Of Critical Deliverables
- Complicated & Non-Productive Administrative Work For Branches' Staff



## The Solution

Smartbox worked together with the ICICI Bank to establish a network of over 50 automated parcel delivery terminals - iBox.

These terminals (located at key branches) allow customers to pick-up bank deliverables like cheque books, credit/debit cards, etc., 24/7 from their nearest ICICI Bank Branch.



# How iBox Works?

## Via OTP

Customer enters registered mobile number & OTP (One Time Password) in iBox.

Locker opens & the customer collects the package.



## Via QR Code

Customer opens the link received in SMS to scan the QR code on iBox.

Locker opens & the customer collects the package.

## THE RESULTS

- Digitized & Improved Existing Processes
- Eliminated Various Hidden Operating Costs
- Drove Customer Engagement Beyond Branch Operating Hours
- Improved Staff Productivity By Eliminating Time-Consuming Tasks
- Ensured Compliant & Error-Free Management Of Consumer Deliverables
- Offers Real-Time Reports On Delivery Statuses Of Banking Deliverable
- Allows Contactless Delivery of Critical Banking Deliverables
- Provides Easy-To-Use, Secure & User-Friendly Interface To Customers To Access Their Deliverables 24x7

*Need a Smartbox?  
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