



Transforming the customer experience

Enabling Itaú Unibanco to open 10% of its new accounts via mobile app.

Over the past ten years, advances in technology have led to many customers expecting a mobile-first service (a branch in their pocket). Enabling a seamless customer experience, such as applying for a new account, requires complex and secure batch data processing. This is how Control-M gave Itaú Unibanco the competitive advantage.

FROM COMPLEXITY

With over 94,000 employees, 4,000 branches and 46,000 ATMs serving a global customer base, Itaú Unibanco is the largest financial conglomerate in the Southern Hemisphere. It was part of their overall business strategy to increase efficiency within their operations, become more agile as a business and be more available to their customers as a service provider.

TO COMPETITIVE ADVANTAGE

With Control-M enabling batched data processing, Itaú Unibanco was able to open 10% of its new accounts via mobile app. This transformed what was a time-consuming application process into a customer-centric solution supporting photographic document submission.

Today, Control-M is the bank's primary digital automation platform, processing 14 million jobs per month and automating transactions at almost every customer touchpoint - retail locations, ATMs, online and, of course, on mobile. In short, BMC is enabling Itaú Unibanco to compete in a digital-first landscape.

‘Control-M is a very important tool. If Control-M stops, the bank stops.’

Leandro Araujo, Head of Production & IT Process, Itaú Unibanco

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