

Case Study: Digital Transformation at PQR Bank

Background:

PQR Bank is a regional bank offering various financial services, including savings and checking accounts, loans, and investment products. To enhance customer experience and streamline operations, PQR Bank decided to develop a comprehensive digital banking platform.

Objective:

Develop an integrated digital banking system comprising four main modules: Customer, Account, Transaction, and Admin.

Module 1: Customer Module

Description:

The Customer Module focuses on managing customer information and interactions.

Key Features:

- Customer registration and authentication
- Profile management (update personal information)
- Customer support via chat and email
- View account and transaction history

Task for Graduates:

1. Design a user-friendly registration form for new customers.
2. Develop a system for securely updating customer information.
3. Propose a customer support feature using AI chatbots.

Module 2: Account Module

Description:

The Account Module handles all aspects related to customer accounts.

Key Features:

- Account creation and closure
- View account details (balance, account type, etc.)
- Manage multiple account types (savings, checking, etc.)
- Account settings (set up notifications, preferences)

Task for Graduates:

1. Create a simple interface for viewing account details.

2. Develop features for creating and managing different account types.
3. Suggest ways for customers to set up account notifications.

Module 3: Transaction Module

Description:

The Transaction Module manages all customer transactions.

Key Features:

- Fund transfers (within bank and external)
- Bill payments
- Transaction history and receipts
- Security checks for transactions (OTP, transaction limits)

Task for Graduates:

1. Design a user interface for initiating and viewing transactions.
2. Implement security features for transactions like OTP and transaction limits.
3. Develop a system for generating and storing transaction receipts.

Module 4: Admin Module

Description:

The Admin Module is designed for bank administrators to manage the system.

Key Features:

- User management (add, remove, update users)
- Monitor account and transaction activities
- Generate reports (account summaries, transaction logs)
- System settings (security, compliance, etc.)

Task for Graduates:

1. Design an admin dashboard for managing user accounts.
2. Create features for monitoring transactions and generating reports.
3. Propose security settings and compliance measures for the system.

Conclusion:

The digital transformation of PQR Bank through the development of these modules led to enhanced customer experience, streamlined operations, and improved security. By working on these tasks, fresh graduates can gain practical experience in designing and implementing a comprehensive digital banking system.