Almost every industry was severely impacted by the COVID-19 pandemic. Following the uncertainty due to strict lockdown measures and the magnitude of the crisis, organisations went into a tizzy, finding ways to keep the operations running and enable work from home smoothly.

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during COVID-19.

Different sectors had to overcome unique and first-of-its-kind roadblocks and overcome two main challenges: keep the business running and ensure safety of their workforce. Banking institutions too weren’t immune to the disruption and had to draw practical roadmaps to cater to customers and safeguard their employees. Many extended medical aid and even facilitated treatment of their workforce. Banking institutions had to adopt new and innovative methods to keep serving customers.

Tackling the COVID-19 Crisis
SBI, with 22,000+ branches serving 44 crore customers, had to take on the disruption with a twin focus. One, to create new avenues for customers to keep gaining access to banking facilities even in a world of social distancing. Two, the leadership had to institute changes in business processes and create measures to protect the health of their employees and the customer.

As an example, SBI launched the YONO app, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.

Looking back at SBI’s two-decade relationship with IBM, SBI’s leadership team has always cultivated a culture of innovation with a focus on driving outcomes. Their constant quest to move from good to great is inspiring.

Suvidha Handa, CGM, Channels, SBI, adds, “Digital was one of the key channels for ensuring banking processes functioned optimally despite changing landscapes. Several processes that needed customers to visit the bank or the ATM have now been automated and digitised. Several of these products are the first of its kind, and customers are extremely pleased with the overall investments in digital.”

Lula Mohanty, General Manager of Global Business Services, IBM Asia Pacific, believes that a lot of how organisations react to disruptive events depends on the leadership team. "Banking has seen several disruptions and (an) increasing adoption of FinTech to create a futuristic, digital presence. As per an IBM study that interviewed 170 banking CEOs, the strategic focus for banks in purpose (need to elaborate what purpose are we referring to here), access to open ecosystems, and data sharing." Another key launch was SBI Pension Seva—a dedicated website for pensioners of the bank. Pensioners are required to submit their Life Certificate each year at the bank to certify that the pensioner is alive. Senior citizens, who are more vulnerable to the virus, were safer being at home, SBI offered video verification to allow pensioners to submit their life certificate.

Amol Pai, CTO, SBI, also discussed some of the updates in internal processes as, “The major challenge during the pandemic was working in remote or work from home environments. With policies and systems in place, we managed the security aspects of protecting sensitive data while allowing staff to work safely from home. Most of the updates being made will have a lasting impact and are here to stay, as banking will see much more digital acceleration.”

Talking about how SBI’s digital strategy changed in the past year, Ravindra Pandey explains, “It was imperative for us to digitise the entire workforce and provide them with digital literacy tools, as well as ensure end-to-end digitisation of processes. We also worked towards building a customer lifecycle ecosystem that enables them to go beyond simply means to stay in touch and organised more than 4 lakh team meetings online.”

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during the pandemic. One of the notable initiatives they launched was YONO Cash, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.

Another key launch was SBI Pension Seva—a dedicated website for pensioners of the bank. Pensioners are required to submit their Life Certificate each year at the bank to certify that the pensioner is alive. Senior citizens, who are more vulnerable to the virus, were safer being at home, SBI offered video verification to allow pensioners to submit their life certificate.

Amol Pai, CTO, SBI, also discussed some of the updates in internal processes as, “The major challenge during the pandemic was working in remote or work from home environments. With policies and systems in place, we managed the security aspects of protecting sensitive data while allowing staff to work safely from home. Most of the updates being made will have a lasting impact and are here to stay, as banking will see much more digital acceleration.”

Talking about how SBI’s digital strategy changed in the past year, Ravindra Pandey explains, “It was imperative for us to digitise the entire workforce and provide them with digital literacy tools, as well as ensure end-to-end digitisation of processes. We also worked towards building a customer lifecycle ecosystem that enables them to go beyond simply

means to stay in touch and organised more than 4 lakh team meetings online.”

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during the pandemic. One of the notable initiatives they launched was YONO Cash, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.

Another key launch was SBI Pension Seva—a dedicated website for pensioners of the bank. Pensioners are required to submit their Life Certificate each year at the bank to certify that the pensioner is alive. Senior citizens, who are more vulnerable to the virus, were safer being at home, SBI offered video verification to allow pensioners to submit their life certificate.

Amol Pai, CTO, SBI, also discussed some of the updates in internal processes as, “The major challenge during the pandemic was working in remote or work from home environments. With policies and systems in place, we managed the security aspects of protecting sensitive data while allowing staff to work safely from home. Most of the updates being made will have a lasting impact and are here to stay, as banking will see much more digital acceleration.”

Talking about how SBI’s digital strategy changed in the past year, Ravindra Pandey explains, “It was imperative for us to digitise the entire workforce and provide them with digital literacy tools, as well as ensure end-to-end digitisation of processes. We also worked towards building a customer lifecycle ecosystem that enables them to go beyond simply

means to stay in touch and organised more than 4 lakh team meetings online.”

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during the pandemic. One of the notable initiatives they launched was YONO Cash, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.

Another key launch was SBI Pension Seva—a dedicated website for pensioners of the bank. Pensioners are required to submit their Life Certificate each year at the bank to certify that the pensioner is alive. Senior citizens, who are more vulnerable to the virus, were safer being at home, SBI offered video verification to allow pensioners to submit their life certificate.

Amol Pai, CTO, SBI, also discussed some of the updates in internal processes as, “The major challenge during the pandemic was working in remote or work from home environments. With policies and systems in place, we managed the security aspects of protecting sensitive data while allowing staff to work safely from home. Most of the updates being made will have a lasting impact and are here to stay, as banking will see much more digital acceleration.”

Talking about how SBI’s digital strategy changed in the past year, Ravindra Pandey explains, “It was imperative for us to digitise the entire workforce and provide them with digital literacy tools, as well as ensure end-to-end digitisation of processes. We also worked towards building a customer lifecycle ecosystem that enables them to go beyond simply

means to stay in touch and organised more than 4 lakh team meetings online.”

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during the pandemic. One of the notable initiatives they launched was YONO Cash, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.

Another key launch was SBI Pension Seva—a dedicated website for pensioners of the bank. Pensioners are required to submit their Life Certificate each year at the bank to certify that the pensioner is alive. Senior citizens, who are more vulnerable to the virus, were safer being at home, SBI offered video verification to allow pensioners to submit their life certificate.

Amol Pai, CTO, SBI, also discussed some of the updates in internal processes as, “The major challenge during the pandemic was working in remote or work from home environments. With policies and systems in place, we managed the security aspects of protecting sensitive data while allowing staff to work safely from home. Most of the updates being made will have a lasting impact and are here to stay, as banking will see much more digital acceleration.”

Talking about how SBI’s digital strategy changed in the past year, Ravindra Pandey explains, “It was imperative for us to digitise the entire workforce and provide them with digital literacy tools, as well as ensure end-to-end digitisation of processes. We also worked towards building a customer lifecycle ecosystem that enables them to go beyond simply

means to stay in touch and organised more than 4 lakh team meetings online.”

With the stay-at-home mandate and new protocols being put in place, SBI had to reimagine customer journeys in tandem with the restrictions imposed during the pandemic. One of the notable initiatives they launched was YONO Cash, which allowed customers to withdraw cash from the ATM without punching any buttons or using an SBI debit card. You could simply install the YONO SBI app and initiate the cash withdrawal process by entering PIN. This not only ensured people didn’t have to touch any surfaces and increase their exposure risk to the virus, but it also provided added security and reduced the possibility of any fraudulent activity.