

## Media Release

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### **DIMENSION DATA POWERS 60 DIGITAL BRANCHES FOR STATE BANK OF INDIA**

*The pilot project will help promote higher revenue, improved expert productivity, and enhanced customer loyalty for the largest Public-sector bank*

**Singapore, 10 April 2018** – [Dimension Data](#), a USD8 billion global technology integrator and managed services provider, today announced that it has enabled [State Bank of India \(SBI\)](#) with 60 digital branches pan India. Known as sbiINTOUCH, these futuristic digital branches offer advanced banking services such as instant loan approvals, assistance in choosing investment portfolios, access to latest mutual funds etc.

Currently in the pilot phase, the solution implemented in the sbiINTOUCH branches are spread across 21 states and 60 sites, some of which are in Ahmedabad, Bangalore, Mumbai, Delhi, Indore, Shimla, Pune and Patna to name a few. It brings together leading technologies in the areas of telepresence, collaboration and customer experience. This, in turn, will help the Bank expand its reach along with increasing profitability by intelligently connecting the Bank's experts with the customers.

According to an analyst firm, 70 percent of customers and prospects will choose a competition service provider if an expert is not present at the delivery channel when and where he makes an initial inquiry regarding a product or service. This segment of customers is predominantly the tech savvy generation, which SBI also wanted to attract. By launching sbiINTOUCH, SBI can address these concerns and provide better services to their customers.

In line with the Bank's plans to carve deeper inroads into the digital era, Dimension Data set up Digital Branches and enabled SBI to create a virtual pool of experts and specialists, co-located in strategic centres or dispersed across the organisation. Equipped with the latest technology, it provides SBI's users with an immersive audio and visual experience with the added ability to print, scan and share the document using touchscreen controls. It helps create an instant connection with the customer in real-time, thereby ensuring that SBI doesn't lose a potential customer.

“As India’s largest bank with over 16 crore transactions per day, 25,000 branches and over 730 million customers, SBI has unique challenges to stay relevant and provide the right solutions to our diverse clientele. We have constantly innovated using transformative technology to bring our customers closer to the Bank. The solution will help make banking a lot more personalised for SBI’s customers with a superior virtual non-transactional banking experience. We have been working with Dimension Data on various successful projects to help bring better services to our customers for the past 17 years. Today’s customer is well informed and tech-savvy, and do not believe in the concept of time-consuming processes, with digital branches, we will be able to provide them with that,” Mrutyunjay Mahapatra, Deputy Managing Director and CIO, SBI.

“Banks need to constantly strive to innovate and differentiate themselves to maintain customer loyalty. The solution will enable SBI to transform its communication model for better customer loyalty which will further help SBI improve sales, cross-sales and in upselling. As for the SBI customer, this will ensure that he/she gets the right advice for all non-transactional processes. Added to that, it will further help the Bank enhance its customer experience which in turn will become its important competitive differentiator. All of this technology rides seamlessly on state of the art nationwide digital infrastructure that we manage for the Bank,” said Kiran Bhagwanani, CEO – South Asia, Japan and New Zealand.

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### **About State Bank of India**

State Bank of India is India's largest commercial Bank in terms of assets, deposits, branches, number of customers and employees, enjoying the continuing faith of millions of customers across the social spectrum.

SBI represents a sterling legacy of over 200 years and is the oldest commercial Bank in the Indian subcontinent, strengthening the nation's trillion-dollar economy and serving the aspirations of its vast population.

Headquartered at Mumbai, provides a wide range of products and services to individuals, commercial enterprises, large corporates, public bodies and institutional customers through its various branches and outlets, joint ventures, subsidiaries and associate companies. The Bank is at the forefront in terms of adopting Information technology and is committed to provide a world class digital experience to its customers.

### **About Dimension Data**

Founded in 1983, Dimension Data is a USD 8 billion global leader in designing, optimising, and managing today's evolving technology environments. This enables its clients to leverage data in a digital age, turn it into information, and extract insights.

Headquartered in Johannesburg, Dimension Data employs 28,000 people across 46 countries. The company brings together the world's best technology provided by market leaders and niche innovators with the service support that clients need for their businesses – from consulting, technical, and support services to a fully-managed service.

In the Asia Pacific, we operate in 35 offices across 13 countries. We help clients enable technology, operate their IT infrastructures and transform technology solutions that deliver value. It combines an expertise in digital infrastructure, cybersecurity, customer experience (CX), and digital workplace, with advanced skills in IT outsourcing, IT-as-a-Service, Systems integration services and training.

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