



macro global[®]
creating value through innovation

CASE STUDY

From Legacy Laden to Leader Again: UK Foreign Bank Revives P2P Cross-Border Market Share with NetRemit



Table of Contents

Introduction	01
Executive Summary	02
Challenges Addressed by NetRemit	02
Results and Impact	03
Client Scenario	04
How Macro Global's NetRemit Overcame Legacy System Challenges?	05
1. Limited Integrations	05
2. Loss of Business and Market Share	06
3. Predefined Business Rules	07
4. Limited business Config and Scalability Challenges	08
5. Unable to handle Platform	09
6. Lack of Specialisation	10
7. Overhead Expenses	11
Results and Impact: A Resurgence in P2P Transactions	12
Conclusion: A Testament to Transformation	13



macro global[®]
creating value through innovation



Introduction

Nowadays, people prioritise 'speed' and 'ease of use' above everything else. This is especially applicable to financial transactions. Thus, peer-to-peer (P2P) payments have gained momentum owing to its quick and convenient way of sending and receiving money internationally, centered on mobile devices. Because of this shift in customer behaviour, the conventional banking sector is encountering challenges. Legacy systems are unable to compete with the dynamic and user-centric P2P ecosystems due to the inflexible nature of their outdated infrastructure.

In this case study, we delve into the measures taken by an international bank that faced similar issues in the UK. The bank's legacy system made it harder for them to stay ahead in the market where P2P solutions were becoming more popular among clients. We shall explore the precise challenges that were confronted and elucidate how NetRemit, an advanced cross-border payment suite, furnished the financial institution with the necessary resources and capabilities to reclaim its dominant position in the industry.

By implementing an innovative cross-border payments platform, NetRemit, the bank could enhance its profitability and adaptability in the dynamic financial services industry while providing customers with a streamlined and intuitive P2P experience.



Executive Summary

A prominent foreign bank in the UK, specialising in P2P transfers between the UK and India, witnessed a significant decline in transaction volumes due to limitations of their legacy system. This case study explores how NetRemit, a comprehensive cross-border payment suite, empowered the bank to overcome these challenges and reclaim its leadership position.

Challenges Addressed by NetRemit:



Limited Integrations: NetRemit's pre-integrated TPP network facilitated access to innovative features and a wider customer base.



Loss of Market Share: A user-friendly interface, mobile app, and streamlined back-office processes enhanced customer experience and satisfaction, leading to market share recovery.



Predefined Business Rules: The flexible rule engine allowed for dynamic pricing, promotions, loyalty programs, and regulatory compliance adjustments.



Scalability Issues: The cloud-based, scalable architecture of NetRemit accommodated growing transaction volumes and simplified integration with essential services.



Data-Driven Insights: NetRemit's omnichannel experience and comprehensive reporting & analytics tools enabled data-driven decision making for platform configuration and marketing strategies.



Lack of Specialisation: The NAC empowered the in-house team to manage multi-currency corridors, transaction routing, and security aspects without requiring deep specialisation.



Overhead Expenses: NetRemit's cloud-based solution eliminated infrastructure management costs and ensured continuous operation with high availability and disaster recovery features.



Results and Impact:

NetRemit's implementation resulted in a significant resurgence in P2P transactions. Key achievements include:

Reclaiming their competitive edge with a substantial rise in transaction volumes.

Attracting new customers and regaining market share through TPP integration, modern user experience, and effective marketing tools.

Enhanced customer satisfaction and loyalty via a user-friendly platform with promotions and loyalty programs.

Streamlined operations with automated processes, real-time data insights, and a centralised control panel.

Effortless scaling of operations to meet growing demands with the cloud-based platform.

Freed up resources for strategic initiatives due to reduced maintenance costs.

A secure and robust platform ensured by built-in security features and regulatory compliance.

The ability to adapt to market changes and introduce new features quickly with the flexible platform.



Client Scenario

A prominent international bank that has established strong roots in the United Kingdom is specialised in facilitating P2P (person-to-person) money transfers for the UK-India corridor. At the outset, they experienced exceptional prosperity, handling an astounding 75 million transactions. Over time, however, their dependence on a legacy system, internally developed application proved to be detrimental.

The legacy system, initially functional, became a barrier to growth for the bank, hindering its ability to compete. Its limited integrations with third-party providers restricted access to innovative features, leading to customer dissatisfaction and market share decline. Internal development bottlenecks, predefined business rules, and limited business controls, further impacted the system's operational efficiency.

The in-house application was also deficient to optimise operations and make data-driven decisions. Additionally, the system's complexity and limited talent pool further hindered innovation.

These limitations of the legacy system resulted in a drastic decline in transaction volumes, dropping from 75 Million GBP to a mere 25 Million GBP annually. This significant loss of revenue and market share forced the client to confront the need for a drastic change. They were determined to find a modern and scalable solution that would allow them to regain their competitive edge in the UK-India P2P market.

As a result, they collaborated with Macro Global and deployed the comprehensive NetRemit cross-border payment suite, featuring a user-friendly web interface, a convenient mobile app, and the powerful NetRemit Admin Center (NAC) at its core. NAC, designed specifically for superior operational efficiency, enabled the bank significantly to boost its international P2P operations, addressing the bank's key challenges.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 1: Limited Integrations

The in-house application could not integrate with modern third-party providers (TPPs), hindering access to innovative features and a wider customer base.

Solution:

NetRemit Admin Centre (NAC) offers seamless integration with a vast network of pre-integrated, plug & play TPPs. The platform seamlessly integrated with various applications including KYC/AML providers for efficient customer onboarding, payment gateways for international transactions, and FX services for competitive exchange rates.

NetRemit also facilitated efficient payouts through correspondent banking integrations and real-time FX rates through treasury system connections. Additionally, the well-structured CGI gateway ensured smooth two-way communication between NetRemit and the bank's core banking platform, enabling functionalities like error handling, transaction reconciliation, and reposting.

Additionally, NetRemit offered comprehensive EOD statistics, straight-through processing with secure messaging, and resubmission for failed transactions.

Outcome:

NetRemit provided a one-stop solution integrating with various applications and functionalities thereby streamlining the bank's cross-border payment operations.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 2: Loss of Business and Market Share

Legacy systems often created bottlenecks due to poor back-office operations. Operations team struggle with compliance, customer onboarding, transaction monitoring, and managing transactions efficiently. This caused time-consuming and error-prone manual compliance checks, missed red flags including smurfing and structuring, and limited customer behaviour analysis that failed to uncover suspicious activity patterns or consumer needs. Customers were dissatisfied with the legacy system's outdated interface and restricted capabilities, losing user base, transaction volume, and market share.

Solution:

To overcome these challenges, NetRemit offered built-in tools and automated features that support KYC/AML compliance for effective user onboarding, transaction tracking, and reduced manual labour. A modern web interface and a single codebase mobile app (Flutter) for Android and iOS offered a seamless experience across platforms.

NAC allowed for easy management of partners, beneficiary banks, and affiliated branches, streamlining back-office processes. It offered tools to analyse customer behavior and identify suspicious activity patterns like smurfing and structuring, helping to prevent money laundering and other financial crimes.

NetRemit also offered real-time transaction tracking and mobile account access, fostering trust and convenience. It prioritises security features for secure transactions and incident management, boosting customer confidence.

Outcome:

This ensures a secure, seamless, and consistent customer experience across all platforms, boosting user satisfaction, attracting new customers, offering promotions, and regaining lost market share.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 3: Predefined Business Rules

The bank's legacy system, which relied on rigid rules for transaction validations, was inflexible and hindered its ability to adapt to changing markets, customer needs, and maintaining compliance thresholds. It lagged to accommodate evolving regulations, competitor offerings, and market trends.

Solution:

NetRemit empowered the bank to overcome these limitations with its flexible rule engine that allowed to easily define and modify business rules for various aspects of the P2P services, including:

- Configuring fee structures based on transaction size, corridors, or customer segments.
- Offering promotions and designing targeted loyalty campaigns to attract new users and reward existing ones.
- Easily adapting the bank system to meet changing regulatory requirements and risk profiles.
- Defining specific rules and restrictions for transactions between different countries or regions.
- Managing foreign exchange processes to optimise currency exchange processes.
- Streamlining customer onboarding processes according to the bank's specific requirements.

Outcome:

NetRemit's flexible rule engine fosters agility, enabling the foreign bank to respond quickly to market changes, meet evolving customer needs, and optimise operational efficiency by simplifying rule management and streamlining back-office processes.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 4: Limited business Config and Scalability Challenges

The bank's legacy on-premises system impeded growth due to its obsolete technology. Limited configuration options and scalability issues prevented integration with essential services, restricting the bank's ability to adapt to market demands.

Solution:

As NetRemit is a cloud-based platform built on scalable architecture, this eliminated the limitations of the bank's on-premises infrastructure, allowing them to easily accommodate growing transaction volumes and their other requirements. Resources can be readily scaled up or down based on the real-time needs of the bank.

NetRemit leveraged microservices architecture to break down bank's functionalities into independent, modular services. This helped the bank to scale each service independently, providing greater flexibility and agility. Additionally, microservices simplified integration with other services, future-proofing the bank's platform.

Outcome:

With NetRemit, the bank gained the scalability and configurability needed to adapt to market demands, integrate seamlessly with essential services, and achieve sustainable growth.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 5: Unable to handle Platform

The bank's in-house application lacked robust platform configuration options and limited access to business data, hampering its ability to gather valuable insights and make data-driven decisions. This led to suboptimal operations, difficulty in identification of KPIs, limited customer understanding, and reactive decision making.

Solution:

NetRemit empowered the bank to unlock the power of data with a comprehensive suite of tools:

- Omnichannel experience via its CMS-style platform by delivering a seamless customer experience across all channels (web, mobile app, etc.), enabling easy content management and personalisation.
- Air-Traffic Control Dashboard to gain real-time insights into platform activity and customer behavior through a centralised dashboard, allowing for quick decision-making and proactive problem-solving.
- 40+ Data-Rich Reports & MIS Analytics to understand customer behavior, optimise operations, and identify growth opportunities.
- The ability to make data-driven decisions for platform configuration, marketing strategies, and overall business direction.

Outcome:

By combining data-driven insights with a user-friendly omnichannel experience, NetRemit geared up the bank to make informed decisions, personalise offerings, and achieve long-term success.



Challenge 6: Lack of Specialisation

The in-house development team lacked expertise in currency exchange, fraud detection, compliance, and modern development methodologies. This limited their ability to address evolving security threats and adapt to the changing financial landscape.

Solution:

With the NAC, the in-house team can effortlessly manage multi-currency corridors and exchange rates, facilitating international transactions and financial operations without requiring a deep specialisation in currency management.

Through the NAC, the in-house team gains the ability to manage transaction routing, repair, and re-rerouting efficiently, ensuring smooth and reliable transaction processing without the need for extensive specialised knowledge.

The NAC incorporated a robust security architecture, comprehensive compliance management, and adherence to ISO standards, ensuring data security, stringent data retention policies, strong customer authentication, malware protection, and encrypted data transmission.

Moreover, Macro Global (MG) offered an extensive suite of consulting services to support and enhance their cross-border remittance operations. These consulting services generated tangible results that are adaptable to a bank's evolving demands:

- Helped bank assess potential gaps in their existing cross-border remittance processes and created strategies to address and bridge those gaps effectively.
- Assisted in the strategic planning and development of robust and efficient system architectures customised to meet the unique needs and goals of the bank.
- MG's team collaborated with the bank to devise effective go-to-market strategies for launching and scaling their cross-border remittance services, ensuring a coordinated and impactful market entry.

Outcome:

NetRemit offered a user-friendly and comprehensive administrative center that empowered the in-house development team to effectively manage and control various aspects of cross-border payments and remittance operations without the need for specialised expertise.



How Macro Global's NetRemit Overcame Legacy System Challenges

Challenge 7: Overhead Expenses

Upkeep of the legacy system required substantial overhead expenses for hardware, software licenses, and ongoing maintenance. This diverted valuable resources from innovation and customer experience improvement. Also, the legacy system's on-premises infrastructure was susceptible to outages that posed a risk of downtime, potentially impacting customer experience and revenue generation.

Solution:

Since NetRemit is a cloud-based solution, it eliminated the need for the bank to manage their own infrastructure. This translated to significant cost savings on hardware, software licenses, and IT staff dedicated to maintaining the legacy system.

NetRemit's dedicated cloud hosting solution included a fault-tolerant architecture and redundant components, ensuring continuous operation. It provided high availability through data replication, load balancing, and automatic failover mechanisms. NetRemit's 24/7 monitoring and support services ensured proactive detection of issues and rapid resolution of potential downtime. The platform also included a comprehensive disaster recovery plan and robust data security measures.

Outcome:

By transitioning to a dedicated cloud hosting solution provided by NetRemit, bank effectively mitigated downtime issues associated with on-premises hosting, ensuring continuous availability, scalability, and reliability for their cross-border payments operations.



Results and Impact: A Resurgence in P2P Transactions

By partnering with Macro Global's NetRemit, the foreign bank successfully addressed the limitations of their legacy system and revitalised their P2P international money transfer service. Primary impacts include:

Significant rise in transaction volumes, retrieving their competitive edge.

Integration with TPPs, a modern user experience, and efficient marketing tools empower the bank to attract new customers and reclaim their position in the UK-India P2P market.

User-friendly platform and incorporation of promotions and loyalty programs led to enhanced customer satisfaction and loyalty.

Automated processes, real-time data insights, and a centralised control panel streamline operations, offering operational efficiency.

The cloud-based platform enabled the bank to effortlessly scale their operations to meet growing demands.

Cloud-based infrastructure and reduced maintenance costs freed up valuable resources.

Built-in security features and adherence to regulations ensured a robust and secure platform.

The flexible platform empowered the bank to adapt to market changes and introduce new features quickly.



Conclusion: A Testament to Transformation

The case of the foreign bank exemplifies the transformative power of embracing modern technology and forging strategic partnerships. Their legacy system, once a source of success, ultimately became a barrier to growth. However, their strategic decision to partner with Macro Global and implement the NetRemit proved to be a turning point, which addressed all the bank's key challenges.

Seamless integration with TPPs opened doors to innovative services, while the user-friendly platform and mobile app significantly enhanced customer satisfaction. The cloud-based infrastructure ensured scalability and cost reduction, freeing up resources for strategic initiatives. Additionally, the flexible rule engine and data-driven insights empowered the bank to adapt quickly to changing market dynamics.

The bank is poised to regain its dominance in the UK-India P2P remittance market, thanks to NetRemit as their trusted partner. This partnership will enable innovation, exceptional customer experiences, and new growth opportunities in the evolving financial landscape.



We are here to help you

Please click on the web link below to access our sales desk telephone numbers and email and we will be in touch straight back to you.

 <https://www.macroglobal.co.uk/contact-us/>



Macro Global (MG) is the trading name of Macro Infotech Limited, Inca Infotech Ltd & Macro Technology Solutions Pvt Ltd. Macro Infotech Limited & Inca Infotech Limited have Registered Office at 25, Cabot Square, Canary Wharf, London - E14 4QZ and these companies are registered in England & Wales under the registration number 06477763 & 04017901.

Technology Partnerships



ISO Certifications

