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# Leading the Trend of Digital Transformation

## Challenge

The race for digital transformation is increasingly pushing Vietnamese banks to be more agile in capturing the changing trends of customers' digital experience, especially during the pandemic.

To catch up, the process of digital transformation in the banking industry is also happening faster than ever where the customer experience plays an important role in bringing digital channels closer to customers.

## Solution

MK Group (Vietnam) and Entrust (USA) partnered to deploy the Entrust Instant Financial Card Issuance solution and Entrust CD820K direct-to-card printers (specially designed for kiosks) for 30 MB SmartBanks.

## Results

MB has successfully implemented a self-service card issuance service in its entire SmartBank system. Customers can easily apply for a new card in their mobile banking application, then get a fully activated card at any MB SmartBank kiosk system in less than three minutes. Since the implementation of the solution in SmartBank, MB has been issuing more than 2,500 cards per day on average.

MB has optimized the customer experience, increasing their cross-sell rate by 20% while reducing their operating cost through automating more than 80% of their manual processes.



**Customers need more than convenient digital experiences; they require banks to understand their actual journey, which requires banks to offer products and services that meet customer expectations.**



Mr. Vu Thanh Trung, Deputy CEO, MB



Learn more at [entrust.com](https://www.entrust.com)



# MB SmartBank Case Study

## CUSTOMER PROFILE

Military Commercial Joint Stock Bank (MB) was established in 1994. After 27 years of construction and development, MB is recognized as one of the banks with the best and most sustainable growth rates in Vietnam.

### Objective

To build a foundation of digital experience based on customer behavioral insights and needs

### Technology

- Entrust Instant Financial Card Issuance solution
- nShield Hardware Security Module
- Entrust CD820K – specially designed for kiosks with six card hoppers and full personalization features

## THE TRANSFORMATION

### Customer-centric banking service

MB implemented its SmartBank project to provide banking services with an optimized experience between online via mobile channels and offline in physical locations.

- Customers can conduct daily transactional needs in the self-service area, and learn more about MB's financial offerings and services in the self-learning area
- MB also provides financial consultation to customers in the consultation area
- Engaged Entrust and MK Group to provide instant self-service issuance solutions for credit and debit cards
  - Customer makes request in mobile application
  - Issued a QR code to scan in the self-service terminals in the SmartBank
  - Once validated, the card can be personalized within 2 to 3 minutes, and activated immediately

## MEASURES OF SUCCESS

### SmartBank to be available throughout Vietnam

MB has implemented self-service issuance in 30 locations in Vietnam, and is looking to implement these in other bank branches and SmartBank locations nationwide.

With the current implementation, MB is issuing more than 2,500 cards per day on average from the self-service issuance solutions, while bringing process improvement via automation, especially in account opening and card personalization and reduction of operating cost.

In August 2021, MB was awarded “Best Branch Digitisation Implementation in Vietnam” by The Asian Banker for the convenient and superior digital experiences that MB brings its customers.



Learn more at

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