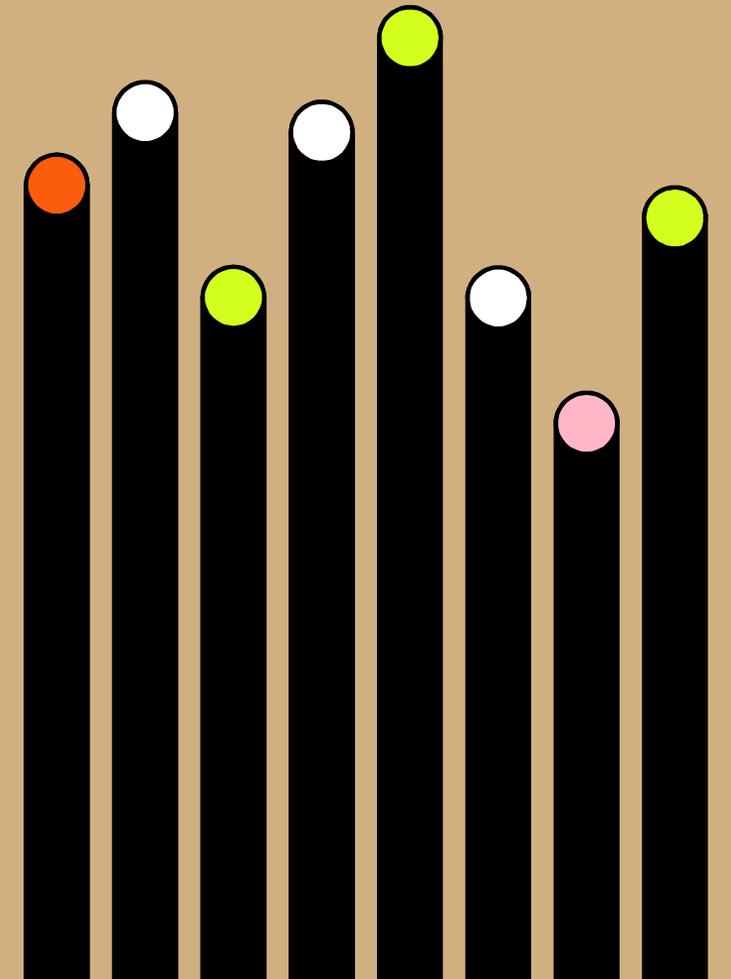


Improve experiences via frictionless Customer Onboarding Journey for Banks using Camunda

Raj Saboo





Raj Saboo Capgemini 

**Technical Architect and
Capgemini Financial Services 'Camunda CoE' UK Leader**

Using Camunda from last 4 years

Rajkumar.saboo@capgemini.com



<https://uk.linkedin.com/in/rajsaboo>



Problem Statement & Onboarding Challenges



Demo using AI Services



Achieved Outcomes and Next planned activities

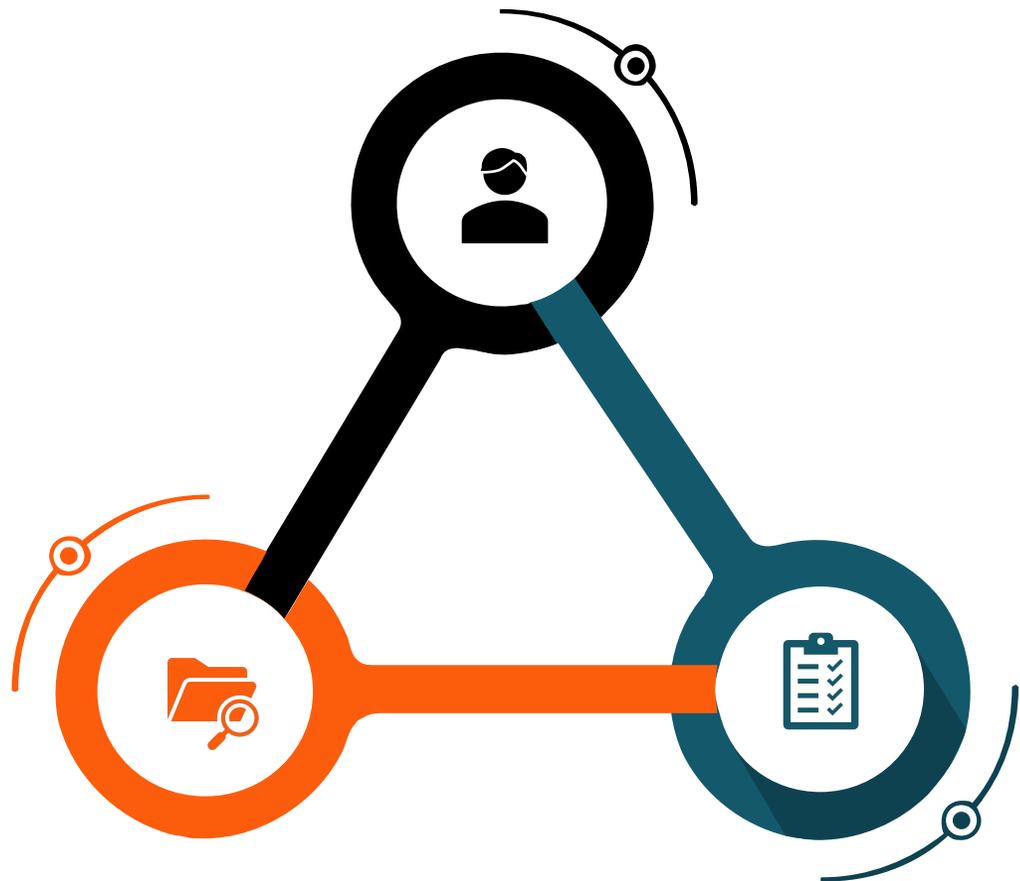


Q&A



Onboarding challenges

Personalized



Effortless
Identification and
Verification (idv)

Compliance
checks

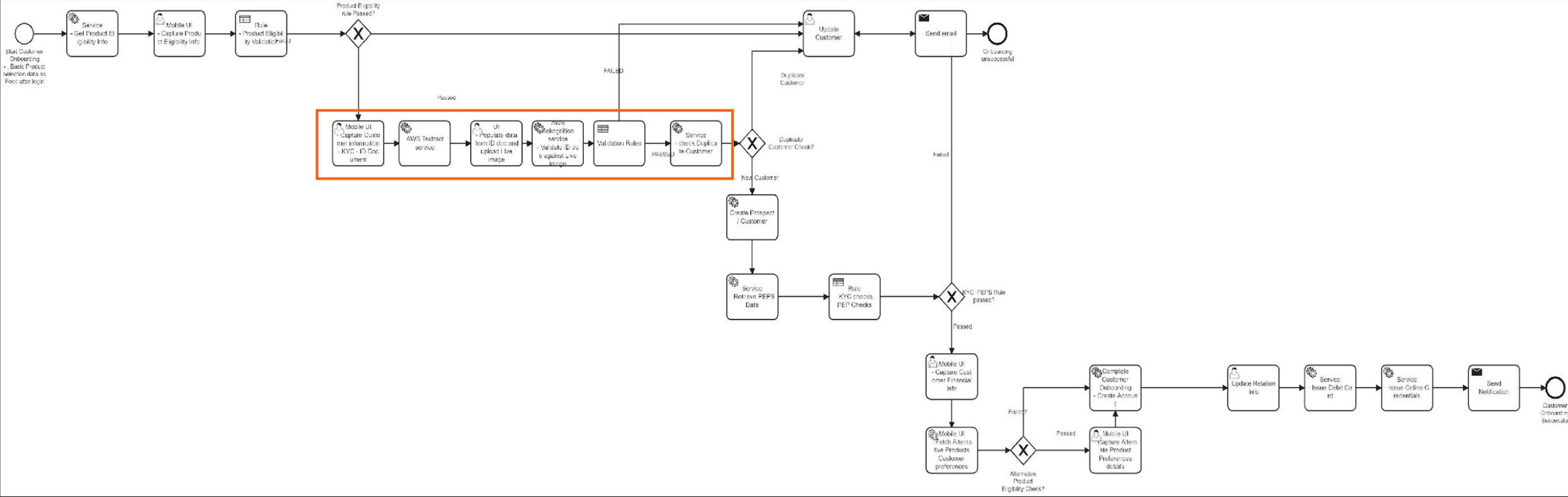


Demo

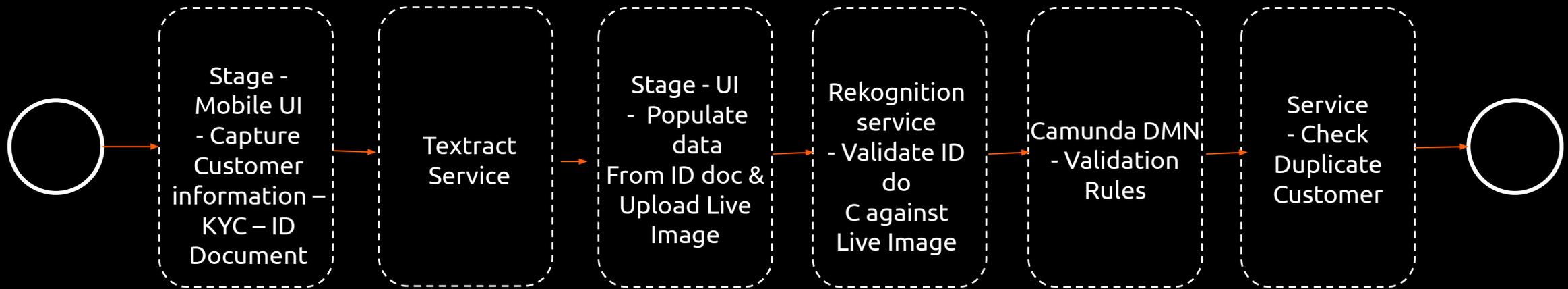
Building **Onboarding journey** via **AI Services** in very simple steps via minimum code



Example Onboarding Workflow



Extract IDV - Demo Workflow



Pre-recorded Demo



Achieved Outcomes

40% of increased Net Promotor Score (NPS) due to personalized onboarding journey

30% of improvements by reducing overall time taken for onboarding due to frictionless IDV

25% of reduced manual work due to automated compliance checks.



Process Orchestration to Microservices Orchestration



Bala Sundaram
Head of Integration Platforms
(NA FS)



Kalpesh Sharma
Head of API/Microservices
(NA FS)



**Customer Journey ->
Process Orchestration ->
Microservices Workflow Orchestration**



**Mapping of process nodes to
microservices and orchestration
using Zeebe**

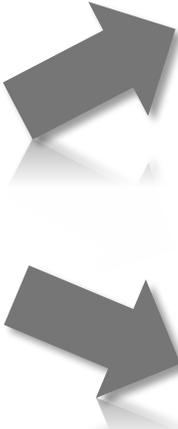
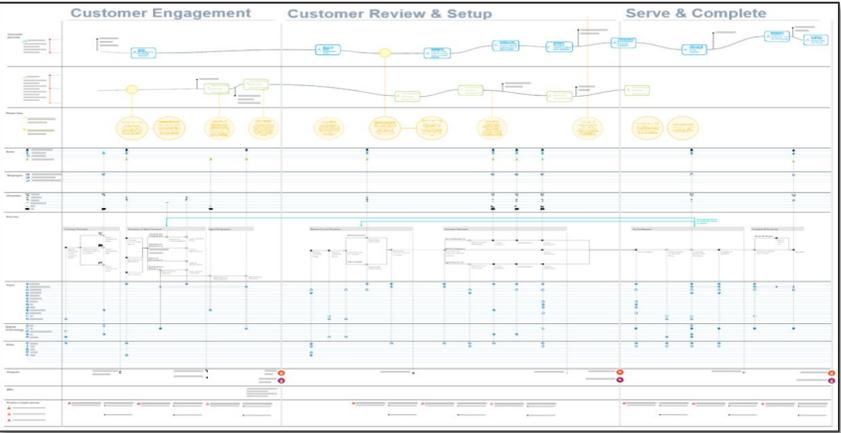


Capgemini Accelerators

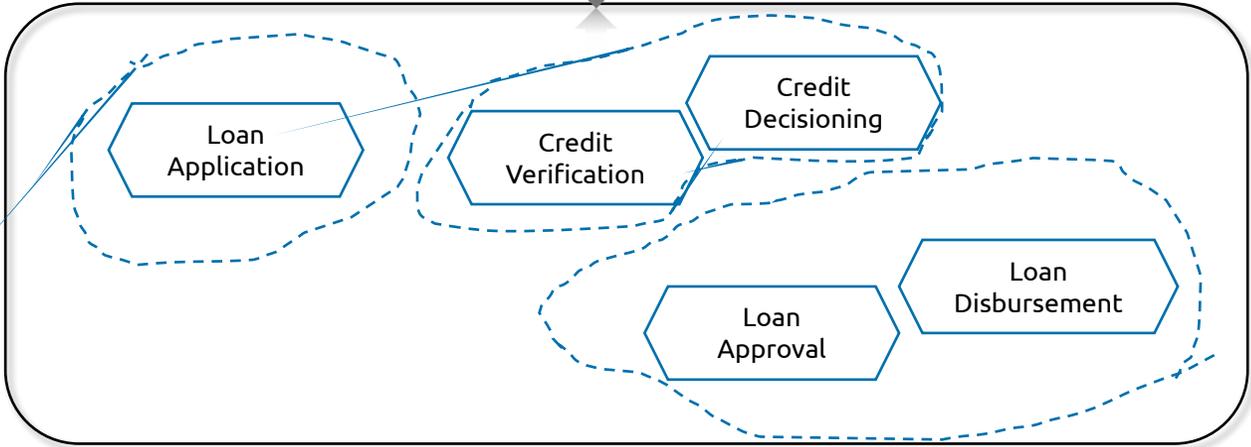
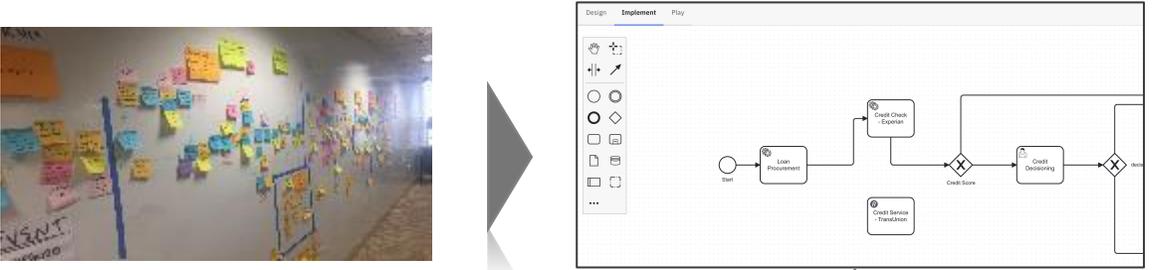
Customer Journey -> Process Orchestration -> Microservices Workflow Orchestration

Domain Driven Decomposition Process Orchestration in the context of Domains and Sub-domains

Custom Journey Maps

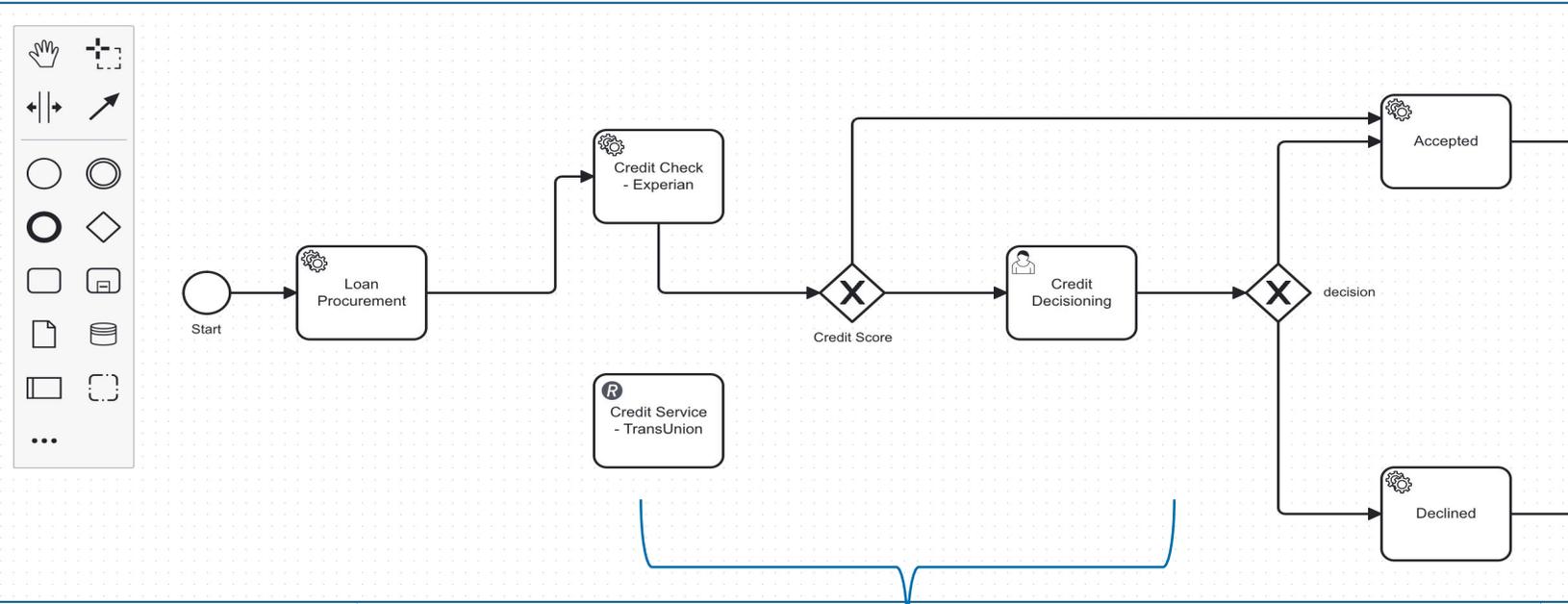


- Through Event Storming sessions, business processes in various domains and sub-domains are decomposed.
- This Decomposition helps in creating Process Orchestration models, Bounded Contexts and API Taxonomy.
- Capgemini's business architecture models accelerate this decomposition.



Domain Driven Design Bounded Contexts, API Taxonomy & Microservices

Mapping of process nodes to microservices and orchestration using Zeebe



```

import io.camunda.zeebe.client.ZeebeClient;

@Service
public class ZeebeService {
    @Autowired
    private ZeebeClient zeebeClient;
    public void startWorkflowInstance() {

        Map<String, Object> variables = new HashMap<String, Object>();
        variables.put("automaticProcessing", true);

        zeebeClient.newCreateInstanceCommand()
            .bpmnProcessId("application-onboarding")
            .latestVersion()
            .variables(variables) //
            .send()
            .join();
    }
    ...
}

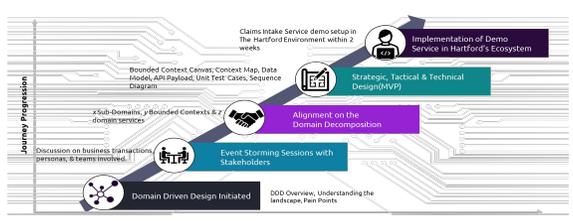
```



Reimagine Business Process

01 **DDD Toolkit**

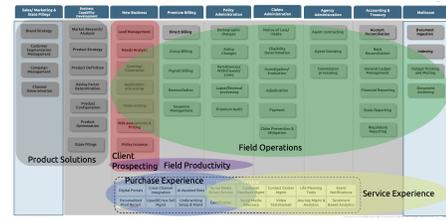
DDD Implementation Toolkit with techniques such as Event Storming & Knowledge Crunching methods



The diagram illustrates a 'Journey Progression' through several stages: 'Domain Driven Design Initiated', 'DDD Overview: Understanding the landscape, Pain Points', 'Event Storming Sessions with Stakeholders', 'Alignment on the Domain Decomposition', 'Strategic, Tactical & Technical Design (MVP)', and 'Implementation of Demo Service in Hartford's Ecosystem'. It also mentions 'Claims Intake Service demo setup in The Hartford Environment within 2 weeks' and 'Bounded Context Canvas: Context Map, Data Model, API Endpoints, Unit Test Cases, Sequence Diagram'.

02 **Business Architecture**

Ready-to-use Business Architecture library covering Banking, Capital Markets and Insurance domain



The diagram shows a complex Business Architecture library with multiple layers and domains. Key areas include 'Client', 'Field Operations', 'Purchase Experience', and 'Service Experience'. It also lists various business processes and capabilities.

API Design Refactoring

03 **API Templates & Cookbooks**

Comprehensive suite of ready-to-use Templates and Cookbook at every stage of development journey (BDD, DDD, Open-API, Security, Kafka, Camunda, MuleSoft)

Given → When → Then

What software will look like to user → Things that the user will do



API DESIGNER COOKBOOK

Execution

04 **Camunda Connectors**

Suite of connectors integrating with In-house/Third-Party Applications across Hyperscalers and On-prem systems

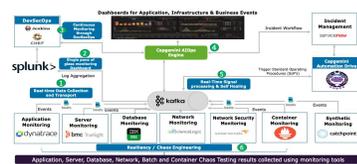


The diagram shows a central 'Camunda' hub connected to various systems including 'VMware', 'git', 'Jenkins', 'Kubernetes', and 'AWS'.

Operations

05 **Cap-Ops**

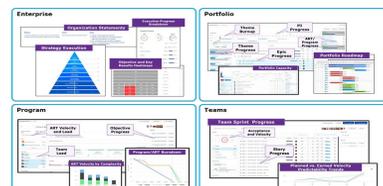
Monitoring data shipped through filebeats, brokered through Kafka, stored in CLS and Intelligently Analyzed in AIOps engine



The diagram illustrates the Cap-Ops monitoring architecture, showing data flow from 'Splunk' through 'Kafka' to 'CLS' and then to an 'AIOps engine'. It also shows various monitoring tools like 'Splunk', 'Elasticsearch', 'Kafka', 'CLS', and 'AIOps'.

06 **Cap-H**

Preconfigured ready-to-use dashboards providing visibility into Runtime Workflow process



The image shows four different dashboard views: 'Enterprise', 'Portfolio', 'Program', and 'Team', each displaying various metrics and charts related to runtime workflow processes.

Next Planned Activities

Optimize use of Heatmap and analysis to improve further to reduce overall time taken

Out of the box Connectors and Build new
Growing number of connectors available

Add all rules to DMN Still many rules are scattered as part of different backend systems





- THANK YOU

