EXECUTIVE SUMMARY

XEONG Mobile Banking Application is the main retail banking service channel currently promoted by XYZ Bank and it can be seen as a leading financial application among the existing competitive Mobile Banking Platforms in the banking industry. The application is currently running with a large customer base and due to the features of the application, a clear increase in customer adoption can be seen within a short period of time. However, at present, when focusing on customer complaints and application operating performance, a significant increase in the unplanned downtime period of the mobile banking platform can be identified and it is much higher than the bank's expected standard. Due to the same situation, it is possible to detect a decrease in the expected transaction cost saving through the mobile banking application and damage to the XEONG Brand name in the market.

Currently, XYZ Bank has enough strengths to drive in the market and opportunities that can be capitalized in the market. On the other hand, there are weaknesses and threats that can come from the market that the bank should focus on. There, the unstable availability / Increase unplanned downtime of the Mobile Banking Platform can be identified as an operational weakness that needs to be addressed by the bank with special attention. In this way, the problems associated with the increase in the downtime period are the increase in customer complaints and inquiries, the increase in the operational cost to be given to the external vendor, as well as digital banking customer dissatisfaction. Downtime detection delays, system outage recovery delays and inadequate resource availability have been identified as the major root causes that influence the increase in downtime period. Accordingly, the lack of a monitoring dashboard and lack of a dedicated monitoring team to monitor real time platform performance have been identified as reasons for detection delays. It has been found that due to the skill level gap of the internal system recovery team, the system recovery time increases, and inadequate resource allocation occurs due to inaccurate transaction volume projection.

Currently, when referring to the existing literature related to the increase in the downtime period, it can be found that an increase in customer dissatisfaction with that problem and even a low level of mobile banking intention can be expected through this. Also, it can be found through literature that there is a need to have a monitoring dashboard to capture system outage real time and it is important to create a training and development for the improvement of the internal system recovery team. In addition, it can be found from pre-

vious studies that the system recovery process can be improved through a procedure manual, and it is important to have an automated system to reduce manual errors in projections.

The main objective of this field research project is to minimize the unplanned mobile banking system downtime period by 62%. Solutions has been proposed to improve the downtime detection time by 80%, System Recovery time by 49% and Transaction volume projection by 24% to achieve the main project objective. Additionally, projects objectives set of eliminate the associate problems by reducing customer inquiry and complaints received to contact center by 35% by reducing the budget exceeding amount of external developer cost by 100% and to reduce the customer negative reviews by 75% within the FY of 2023.Under each project component different set of teams has been identified and assigned them the responsibility of the achievement of each solution as expected.

As per the findings of the Cost benefit analysis ,the recommended solutions will cost LKR 6.61MN and provide a benefit of LKR 41.7MN, and this yields a benefit-cost ratio of 6.31 times with a net benefit of 35.1MN.The main outcome of this project is to improve the mobile banking platform utilization among the customers on transaction and to improve the customer satisfaction about the mobile banking platform of the bank. Each component separately identified the outcome and output linked with the objective achievement. Accordingly expected cost savings from improvement with the mobile banking ratio against the total transactions and improvement of downtime period to 25 Minutes are core outputs of the project.

The proposed solutions will be directed to minimize the downtime period as expected by the bank and support of the external developer, DFS operational and solution departments is must to achieve the expected result of the project. Further effective training and development support with the L&D Team is essential on the target achievement. Utilization of the senior management support and get their focus in to the importance of downtime minimization is a highly required activity in the current context. Further technologically advanced processes over downtime monitoring and prediction of future transactions are highly important over to achieve the ultimate objective of this project.