VALUEONSHORE

CASE STUDY

Mystery Audits - Decoy Customer for Financial Institutions

ABOUT THE CLIENT

One of the fastest growing private sector scheduled commercial banks in India, having PAN India reach out of more than 400 +branches.

BUSINESS REQUIREMENT

- Company was facing challenges with respect to operational efficiency, customer service levels, regulatory compliance and support sales and marketing effort levels.
- Company wanted improved compliance of the Standard Operating Procedures (SOPs) and best practices in running of bank operations.

BUSINESS NEED

The client wanted us to streamline the functions carried out by management by reviewing the

- Compliance with the standard operating procedures.
- Review the customer complaints handling process.
- Visiting the branch posing as a decoy customer interested in opening an account, seeking a loan by asking questions, seeking deviations on policies, registering complaints or behaving in a certain way
- Providing a detailed report or feedback about experience as a decoy customer to our client.

OUR SOLUTION

- Defined the objectives of the mystery audit and agreed on areas to be covered, such as customer service, product knowledge, adherence to procedures and overall customer experience.
- Developed a realistic scenario that aligns with the audit objective and created necessary documentation to support the scenario.

Evaluation of accountability and decision-making hierarchy

- Observed staff adherence to procedures and compliance requirements, including identity verification, explaining terms and conditions, and regulatory compliance.
- Evaluated staff communication, including clarity, friendliness, and the ability to explain banking terms simply.
- Documented each interaction with staff and captured visuals to support our findings. Also, followed up to check corrective actions taken basis, the suggestions.
- Compiled observations into a comprehensive report, highlighting both positive and negative aspects.
- Followed-up to check whether corrective actions were taken basis suggestions.

VALUE DELIVERED TO THE CLIENT

Established a strong control environment with a focus on compliance with SOPs by all departments and partners. Identified inefficiencies, control gaps, or areas for improvement and contributed to streamline operations and enhanced the overall effectiveness of banks activities.

THE ROAD AHEAD

After successful assessment of pilot branches, company ran the similar mystery audit assessment activity for other branches as well in other regions and states of the country.

ABOUT US

Valueonshore ("VOS") Advisors is a global business advisory firm of Big 4 alumni and industry leaders, supporting financial executives on complex, high-impact matters across accounting, M&A, risk, and managed services. Founded in 2009, the firm has grown to ~400 professionals across the U.S., India, and the UAE, serving mid-cap and high-growth companies as a trusted partner in navigating complexity and driving value.

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