

CASE STUDY

Reisebank AG Uses the AI-Native Serviceware Platform to Implement State-of-the-Art Workflows



reisebank.



The Company

Reisebank AG, headquartered in Frankfurt am Main, is a specialized financial services provider with approximately 500 employees. As a wholly owned subsidiary of DZ BANK AG, it is part of the Volksbanken Raiffeisenbanken financial group. Customer service and the sales back office make a significant contribution to the business success of this specialist in travel payment solutions and precious metals trading. With the AI-native Serviceware platform, these departments are now focusing on process automation



Overview

Challenges

- Heavy workloads and a lack of detailed process documentation within the teams
- Technical support from Office products is no longer sufficient
- High group-wide requirements for technology strategy and compliance

Solution

- AI-native platform for flexible, team-oriented workflows
- Cloud-native architecture compliant with group requirements
- Generative AI in customer service for greater efficiency and scalability

The Customer

Reisebank AG

Sector

Financial services provider

Project

Launch of the AI-native
Serviceware Platform

Background

The sales back office and customer service are responsible for the service processes of Reisebank's core business. The potential of artificial intelligence has not yet been utilized in these processes.

Another Reisebank business unit, the IT department, is responsible for both the stable operation and further development of IT systems (Run & Change).

Routine tasks dominate the daily workflow in many teams, leaving little time for necessary further development. It is also clear that traditional Office solutions are no longer sufficient for many everyday business processes. The project team aims to address this issue with a flexible workflow engine that meets the operational requirements of a modern bank and effectively reduces the workload on employees.

The group-wide cloud and digital strategy sets clear technological guidelines: cloud-native solutions with integrable AI capabilities are to be given preference.



“We don’t want to keep opening tickets manually when processing can be automated. This isn’t a future scenario, it’s today’s.”

Matthias Kreft

General Manager, Reisebank AG

Objectives

Scalable efficiency gains: The new solution takes the pressure off entire teams and significantly reduces the current heavy workloads.

Bottom-up innovation: Starting with specific flagship projects in high-volume areas (e. g., ATM management (eCMS), customer support).

Using AI for automation: An AI strategy is being developed to systematically tap into efficiency potential, including the use of generative AI for fully automated processes.

Cloud-native architecture: The system aligns with the parent company’s cloud strategy and supports compliance with regulatory requirements (including DORA compliance).

Transparency and collaboration: The solution ensures clear task allocation, status tracking, and traceability thereby enhancing internal team communication and efficiency.

Project

By implementing the Serviceware platform, Reisebank is establishing a modern, AI-based foundation for digitizing processes in a compliant and forward-looking manner – with the goal of achieving sustainable efficiency gains. The solution not only enables technical implementation of individual workflows in line with the corporate strategy but also supports strategic development of the process landscape – guided by clear objectives.

Reisebank follows a systematic bottom-up approach. Successful flagship projects help build acceptance among employees, alleviate concerns, and drive organic adoption throughout the company. Other teams have already expressed interest in using the AI-native Serviceware platform.

The challenges lie less around adoption of technology and more in employee willingness to embrace change. The role of IT will continue to evolve from centralized units to enablers that increasingly empower business departments to independently implement simple automation, thereby seamlessly supporting enterprise service management.

Über Serviceware

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