

Revamped Digital Presence Improves Customer Experience for a Leading European Bank



ATTENTION. ALWAYS.



aspire 
SYSTEMS
attention. always.

THE CUSTOMER

Our customer is a top European banking player. With more than 52 million customers across 52 different countries, the Paris-based lender supports a broad range of banking products and financial services for its clients.



THE CHALLENGE



In the highly competitive retail banking sector, an outstanding customer experience across desktop, tablet and mobile is now an absolute prerequisite. With more than 11,100 group branches worldwide, the lender was well positioned to support their clients on the high street. However, the same level of service was not being experienced online. It was imperative for the bank to dramatically improve its online and mobile experience in order to meet the demands of its large and varied user base.

On the whole, some of the specific challenges faced by the bank were:

- 1 Their existing public facing site supported by .NET legacy systems was in danger of looking outdated, and not accurately representing their brand identity, products and service offerings.

THE SOLUTION

“ A seamlessly integrated content management and digital marketing platform would lay the foundation for an effective mobile-first banking strategy and also help them manage their global presence in a challenging and changing environment. ”

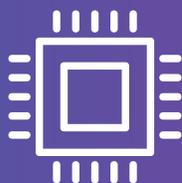
TECHNOLOGY SNAPSHOT

- 2 They lacked a responsive site that was compatible across mobile devices and smartphones.
- 3 They were in need of a platform that was easy for their business users to learn and use/upgrade.

We engaged closely with the customer to take a deeper look at their business requirements as well as the challenges involved.

Our scope of engagement included the following:

- 1 Developed a superlative customer experience platform using best-of-breed web content management tools like EpiServer backed by strong web structural frameworks in AngularJS and Bootstrap.
- 2 Provided superior usability in terms of a drag and drop interface for the content authors.
- 3 Develop a highly responsive digital portal across different form factors and mobile devices (using Bootstrap).
- 4 The client side stack implemented (using Angular JS 1.x) improved the response times by several folds.
- 5 Created an efficient search interface (with EpiServer Find).
- 6 Created personalized content using visitor groups in EpiServer.
- 7 Provided campaign management feature (using EpiServer Email).
- 8 Implemented Search Engine Optimization for an easy and enriched search experience.
- 9 Developed an intuitive social connect feature to allow social sign on and publish content to social media channels.



EpiServer 9.x
EpiServer MVC
EpiServer Find
Bootstrap
Angular JS 1.x

BUSINESS BENEFITS

Broadly, the customer achieved the following outcomes:



A **device-agnostic, fully responsive** website that is adaptable to multiple devices at any screen resolution ensuring a smooth brand experience.

More **personalized content** is delivered to users to ensure a unique digital experience that corresponds with the customer's widely acclaimed in-branch experience



Better content management and **excellent authoring experience** across devices and channels for content authors.

The mobile responsive framework supported the efficient self-service customers desired and led to a **30% increase in conversion rate**.



The **response time** of the new site is several folds better than the legacy site. Page loading time for 90% of users is **2 seconds or less**.

Users now have an **improved and efficient search** interface.



Complete autonomy to create **highly effective, omni-channel digital campaigns**, thereby driving enhanced customer engagement.

FUTURE IMPACT



A seamlessly integrated content management and digital marketing platform would lay the foundation for an effective mobile-first banking strategy and also help them manage their global presence in a challenging and changing environment. It would provide them the flexibility to meet the current and future needs of all their stakeholders for faster business growth.

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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