World's Leading Bank Optimizes Customer Engagement with a Multi-Channel Wealth Management Solution using HCL DX

Faster go-to-market with new apps | **App availability on multi-channels** | **Increased content security**

Industry: Banking & Financial Services
Products: HCL Digital Experience
Region: South Asia

Challenge

A leading global bank wanted to move to a new and modern digital platform and make a wide range of bank offerings easily available.

Solution

The bank chose HCL DX as its infrastructure platform and Streebo as the development partner to deploy a multi-channel wealth management solution.

Results

The bank released a modern banking experience and achieved efficiency and productivity via a streamlined single code base for its omni-channel app.

> *Streebo helped our bank mobilize our retail banking business and wealth management solution through an HCL DX-based infrastructure. This has significantly increased the number of digital transactions and improved customer engagement, overall!*
>
> — A bank representative

READ THE FULL STORY

Banking Transactions from Anywhere

With the phenomenal rise in digital platforms offering various avenues for customers to process financial transactions, this major bank was faced with the challenge of providing a comprehensive, innovative and — most importantly — a secure wealth management platform for its customers that would surface operations on the web, mobile devices, ATMs and kiosks.

The platform needed to integrate existing content into the new system to be enhanced. The platform needed to have scalable infrastructure to support incremental growth in the number of digital transactions and customer interactions. Plus, the platform needed to be secure with no downtime to ensure customer confidence.

Refreshed Banking Experience

This major bank chose HCL DX as its banking platform to build out an array of applications. It also chose Streebo as the development partner to deploy a multi-channel wealth management solution which gives customers a variety of options for accessing banking information. Modernizing the bank's user interface (UI) was Streebo's first task where it could use its automation expertise to deliver a comprehensive multi-channel solution with a single code base, thus making any subsequent code changes easy and reducing the overall go-to-market timeline.

Building on Success

HCL DX and its web content manager ensures overall platform security and effective content surfacing for the bank. Streebo's suite of tools was uses to help the bank build and deliver new apps and banking offerings quickly. The modernized UI and multi-channel access, aided by functionalities built into DX, dramatically improved the overall customer experience. And lastly, a single code base model for app-dev fosters the ability to build once and deploy to multiple channels and has resulted in greater efficiencies in development and deployment as well as increased job satisfaction by bank employees.

About the Company

This bank is a multinational consumer division of one of the world's leading financial services organizations and was founded more than a century ago in the United States. With more than 2,500 branches spread across 19 countries, it offers integrated financial services products such as banking, credit cards, mortgages, personal loans, commercial loans and lines of credit to 200 million+ customers.

About the Business Partner

Streebo (HCL BP) is headquartered in Houston, Texas, and has offices around the globe. Streebo is an HCL Business Partner and a global provider of enterprise mobility and multi-channel solutions. Listed in Inc. 500 I 5000 list as Top 300 IT Services Co in the United States and recognized and awarded with various industry accolades, Streebo continues to deliver breakthrough mobile solutions across industries.

To learn more about HCL Digital Experience, please contact your HCL representative or Streebo, HCL Business Partner, and schedule a demo.

SHEDULE DEMO

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