

Advancing Digital Customer Experience at a Leading North American Bank

Transforming Digital Banking through Integrated Staff Augmentation

AT A GLANCE

Our successful placement of 80+ consultants was instrumental in transforming the digital online banking customer experience. We take pride in our expertise in tech & digital staff augmentation and are honored to have contributed to the success of this initiative.

IMPACT & ACHIEVEMENT



80+
CONSULTANTS



AWARD- WINNING
SERVICE
EXPERIENCE



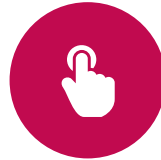
90.8%
RETENTION

CHALLENGES

The bank needed to improve its digital interfaces to meet evolving customer expectations & compliance with accessibility regulations. The challenge was twofold: revamping the UX of its mobile application and enhancing the functionality and responsiveness of its public website secure customer online banking portal.

SOLUTIONS

Strategically augmented staff across UI/UX Design (18), Research (6), Content Strategy (16), QA (13), Development (21), and Compliance (8) to innovate and refine the user interface and experience in addition to WCAG compliance.



UI/UX Design &
Research



WCAG & ADA
Compliance



Enhanced QA &
Development

BENEFITS

Enhanced Customer Interface

1

The user experience of both the mobile app and public website saw significant improvements, reflected in higher customer satisfaction scores in navigation, speed, visual appeal and information.

2

Operational Efficiency

The augmented teams brought about faster development cycles and more efficient project execution. The addition of specialized teams also laid a foundation for ongoing digital innovation.

3

Increased Self-Services and Compliance

Upgrades to the website's online banking secured area resulted in additional self-services provided to customers and ensuring regulatory compliance.