

Digital Sales Platform

One of the largest Banks in Central & Eastern Europe

The bank faced with poor Digital Adoption within the customer base and the key reason was lack of Digital Sales capability. With a primary aim of increasing monetization of Digital traffic, the bank wanted to develop an online platform to sell their products.

+40%
Digital Sales

+17%
Revenue

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGE

- Low Digital Adoption of the online platform among bank's client base due to poor customer experience
- Limited product sold online leading to losing market-share
- Mainframe based legacy systems limited full-fledged Digital Enablement across all LOBs
- The same platform served the home countries and multiple other brands across many Central & Eastern countries meant that a standardized solution needed to be built in the least invasive manner

SOLUTION

Engineering

- Development of the Digital Sales Platform and Store workflow – Multi-skin design
- Distributed Agile Product Factories

Automation

- Testing Automation, Auto Code Review,
- Automated Management Reporting
- End to end DevSecOps

Microservices

- Microservices based architecture enabled a modular approach
- Microservices/ API management

Integration

- Mainframe Integration
- Integration services for 3rd Party Integration for the Digital Contract Platform

RESULTS

- Increased Digital Adoption - **40%** increase in digital transactions over a period of 18 months
- Increased monetization of digital traffic - **17%** increase in products sold online
- Faster Time to Market & Increase in digital sales coverage – 15+ products live in 2 years
- Improved cross-sell/up-sell and improved Customer experience