

# Lifestyle Banking

*Make things simple*

## Business

India's fastest growing Banking organization

## Need

Modernize and orchestrate customer touchpoints

## Solution

Create a 'Digital-first' approach

## A Digital Impact

- **Design Thinking:** Mapped User Journey's to enhance experience on multi-device platforms.
- Executed parallel 'Design Sprints' to **prototype and decide on best-fit digital experience.**
- Defined AI/ML journeys to decide on data-driven use cases.
- Completely **Automated the Testing and Deployment process** for faster turn-round times of new features release.

# Making IT happen!

## Managing End-to-end Omni-channel Digital Banking Platform

- Enhanced **Retail banking user journey** by implementing multiple **Design Sprints** and with innovative ideas to solve digital needs of end customer
- **Design revamp** started with the **Web-portal & Mobile Retail Banking** that included features such as **New account opening in 5 simple steps**, UPI Payments, streamlining the KYC process, **biometric login** etc.
- Added new functionalities like **‘Move money to my account’** – bringing-in money from current accounts to savings account offering higher interest rates
- **Wearable** development with features like payments, fund transfer, card activation/deactivation etc.



Brand Ambassador

Unified Digital experience for customer

Data-driven decisioning

Bringing Agility in go-to-market strategies

Cutting-edge tech for Next-gen

01



Bank recorded a cash inflow of 200 crore from customers saving account from other banks

33% Increased CASA balance for the Bank in 6 months

02



Nextgen platform with seamless end-user experience

20% higher customer retention in a quarter post implementation

03



Enhanced user experience on Smart Wearables

Value proposition to younger generation & high net worth customers

CREATING DIGITAL LEADERS

