REVAMPING HOME LOAN WEBSITE

Capgemini works with a leading American bank for elevating the omni-channel customer experience

CHALLENGES

The leading American bank witnessed lack of personalization within their omni-channel user experience due to multiple disparate legacy systems in place. The existing analytics tags were complex with a rigid authoring process. Upon further scrutiny, it was understood that their data was ubiquitous and unstructured without any proper centralized content and/or information repository. Additionally, there was no well-defined asset taxonomy with reductant legacy asset. This created difficulties for them to provide a responsive and harmonious experience for end users.

SOLUTION

Capgemini worked with the bank to provide an omnichannel website empowered by Adobe components. Over 300 experience fragments were integrated with Adobe Target to provide the personalized experience to their end users. Similarly, components reusage was maximized through Adobe platform supported designs and 50+ content fragments. Quick and easy modification in the screen design was facilitated with the help of generic and page-specific templates.

IMPACT

ELEVATED OMNICHANNEL USER EXPERIENCE	**PERSONALIZED WEBSITE** WITH OVER **200** SCREENS	**SIMPLIFIED AUTHORING** WITH A UNIFIED CUSTOMER MANAGEMENT SYSTEM AND SIMPLE TAGS	**UNIFIED CONTENT** WITH CENTRALIZED CONTENT REPOSITORY	**WELL-DEFINED** ASSET TAXONOMY

FOCUS AREA

- Inharmonious user experience due to multiple disparate legacy systems
- Lack of personalization
- Rigid authoring process
- Complex analytics tags
- Redundant legacy assets
- Undefined asset taxonomy
- Lack of a centralized content repository

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target