

CASE STUDY

Digitizing Customer Touchpoints for A Global Bank



DIGITIZING CUSTOMER TOUCHPOINTS FOR A GLOBAL BANK

Since the notion of banking first emerged approximately 8000 BC, banks and financial institutions have undergone rapid major changes in developing services, working models, and most importantly, revolutionizing the customer experience. Today's customers have higher expectations of the quality of products and services as customers are offered a wider range of financial options. New business models like digital banks and neobanks are gradually eliminating brick-and-mortar banks with manual and time-consuming operations from the game. To remain sustainable and thrive in the digital age, businesses need to take a strategic approach to enhance the customer experience by leveraging the right technologies.

THE CLIENT

Based in Australia, our client is a global bank with a broad presence of 30 offices worldwide and creditable financial metrics, as their total assets hold over US\$1.4 trillion. Our client focuses on offering an outstanding experience that exceeds expectations. Along with implementing their digital transformation plan, there was an urgent call to consolidate the e-banking platform to address users' needs.

BUSINESS CHALLENGES



The client's DX plan encountered blockades of **monolithic applications and containerized APIs**. This monolithic architecture brought the client some undesirable drawbacks, such as *tight coupling*, which causes cumbersome management, storage, and hindrances to continuous deployment.

Also, the current *Karaf Container* was a potential risk, threatening the data-exchange process of APIs integration and lowering corporate performance. This lack of scalability and elasticity posed hindrances to the business's growth and should not be left unnoticed.

With a solid belief in FPT Software's ability and professionalism, the client took our digital transformation resolution to develop a novel and adaptable architecture for their systems.

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FPT SOFTWARE'S SOLUTIONS

Understanding the client's insights, FPT Software proposed a flexible microservices architecture. The new model promotes scalability and productivity by loosening coupling, standardizing service contracts, and autonomizing services.

As monolithic architecture showed incompetencies in adapting to complex applications, microservices reveal their capability by deploying lightweight models at all tiers. This approach allows simple procedures to be fungible and interoperated, therefore facilitating higher performance.

- With the new system, the company was able to launch a new product: **a fully digital omnichannel on customer onboarding**. Customers could create their own eKYC and bank account by downloading the Smart App application and following instructions.
- Microservices promote digital capabilities, especially the integration of personalized features and product offerings, such as Account Management, Top-up Integration with Merchant,...

VALUES

- **Growing customer base** from 300K to 2M over two years without expanding the physical brand.
- **Increased digital user engagement** with automated add-on features.
- **Better personalized services** are enabled by data integration to meet each customer's needs and attain satisfaction.

Thanks to automated digital onboarding and its features, the recorded results demonstrated a positive corporate outlook with **increased digital engagement, a growing customer base, and low-cost customer acquisition**. Digitizing customer touchpoints using flexible microservices architecture have proved to be the ideal solution for a global bank in their DX journey. The client can eliminate customer and digital gaps, enhance service quality and exceed customer expectations, therefore earning flourishing business outcomes.

DISCLAIMER

FPT Software is a global technology and IT services provider headquartered in Vietnam, with more than USD 600 million in revenue and 22,000 employees in 26 countries. As a pioneer in digital transformation, the company delivers world-class services in the Smart factory, Digital platforms, RPA, AI, IoT, Cloud, AR/VR, BPO, and more. It has served 1000+ customers worldwide, a hundred of which are Fortune Global 500 companies in Automotive, Banking and Finance, Logistics & Transportation, Utilities, and more.

For more information, please visit <https://www.fpt-software.com>.