



CASE STUDY – Mobile Banking Microsite

Client

Client is a Large Financial Services firm, based in US

Context

Modern on the go banking services is vital for the survival of any financial services firm. A service on the Handheld mobile device is needed to meet the expectation of the customer on his financial transactions.

Solutions

- Developed and tested a mobile micro site which provides a secured complete account access and transaction services to the customer

Business Benefits Delivered

- Provided faster account access and transaction abilities on the move
- Excited customers by providing rich experience on high end devices
- Identified customer device types and the services interested
- Reduced cost by reducing direct call volumes