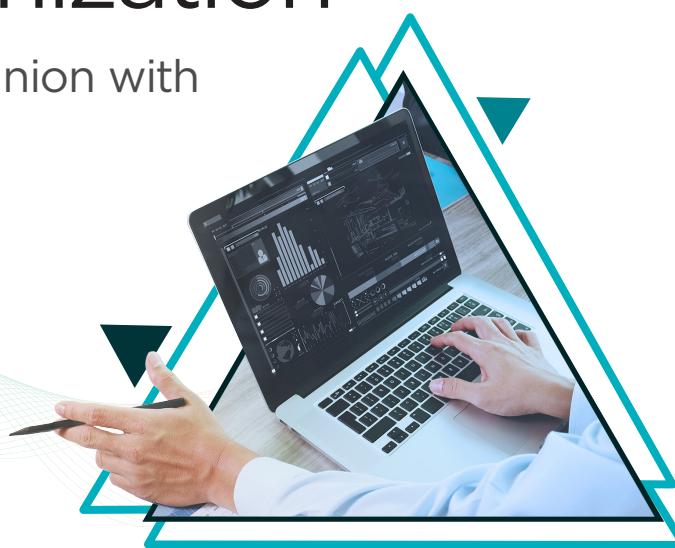# Making **financial services** future-ready through application modernization

Transforming a global federal credit union with Salesforce

Client overview

The US-based client is one of the largest federal credit unions and a pioneer in financial services like loans, mortgages, having a portfolio of award- winning credit cards, offering innovative solutions to its members worldwide. The client bagged over a million members and assets worth billions under its capability with its unique mission and vision. It partnered with HCLTech to move from the legacy applications to a modern, effcient system complementing its services using Salesforce.

Challenges and goals

The client was seeking solutions to address the 'Achilles Heel' of digital transformation or the presence of legacy applications that were slowing down the transformation journey for the company and were unable to adapt to the rising business needs. Our client had the following objectives to overcome this critical challenges:

Develop dynamic business functionality with OOB platform offering to achieve faster ROI

Bring in place, omnichannel solution, hosted on cloud to support complex integration with downstream applications

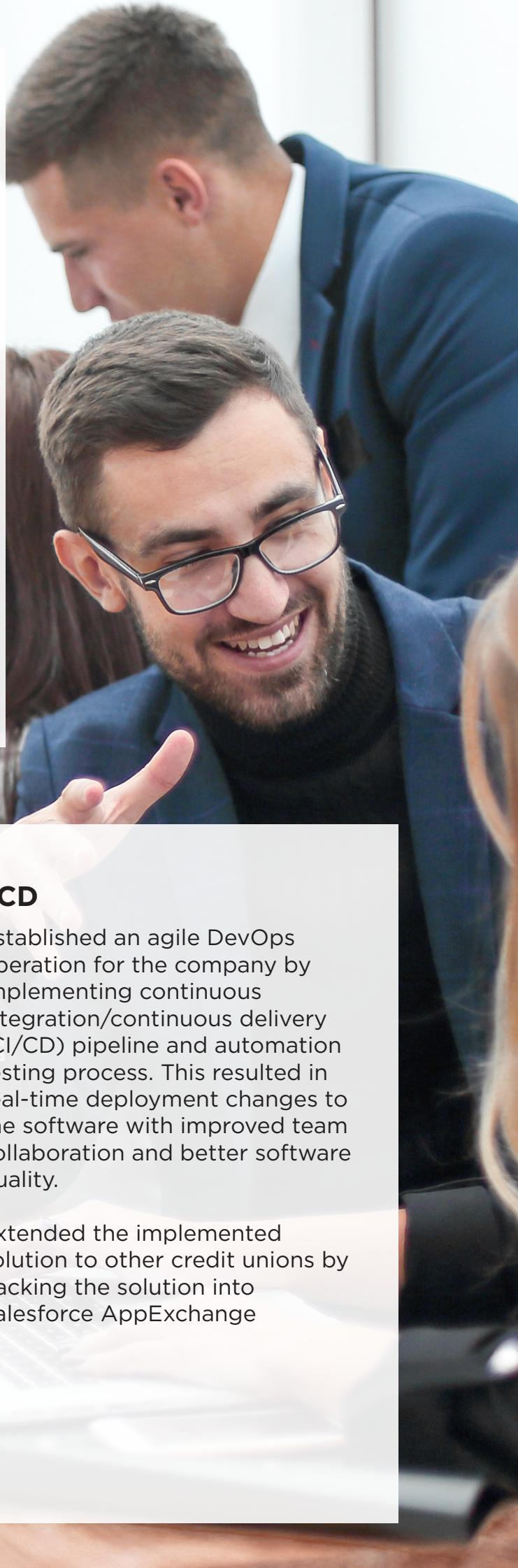Enhance mobile-first user experience with intuitive, clean standard interfaces

Develop an ability to monetize the final solution to other credit unions

HCLTech's solution

The transformation journey mainly focused on the migration from the old legacy systems to new, modern applications that supported the objectives our client had identified, further improving the strategic mindset of the company. Here are the key highlights of the transformation journey:

Financial Services Cloud

- Evaluated Salesforce as the cloud platform for customer engagement channel by delivering several POT on Salesforce products

- Adopted transformation of the sales process from the legacy bespoke application to Salesforce platform for all product lines, e.g., Personal Banking, Loans, Mortgages, Insurances, etc.

- Migrated the customer services and employee functions from the legacy application into Salesforce Financial Service Cloud

- Implemented custom user experience and UX consulting by using the lightning component library and design systems
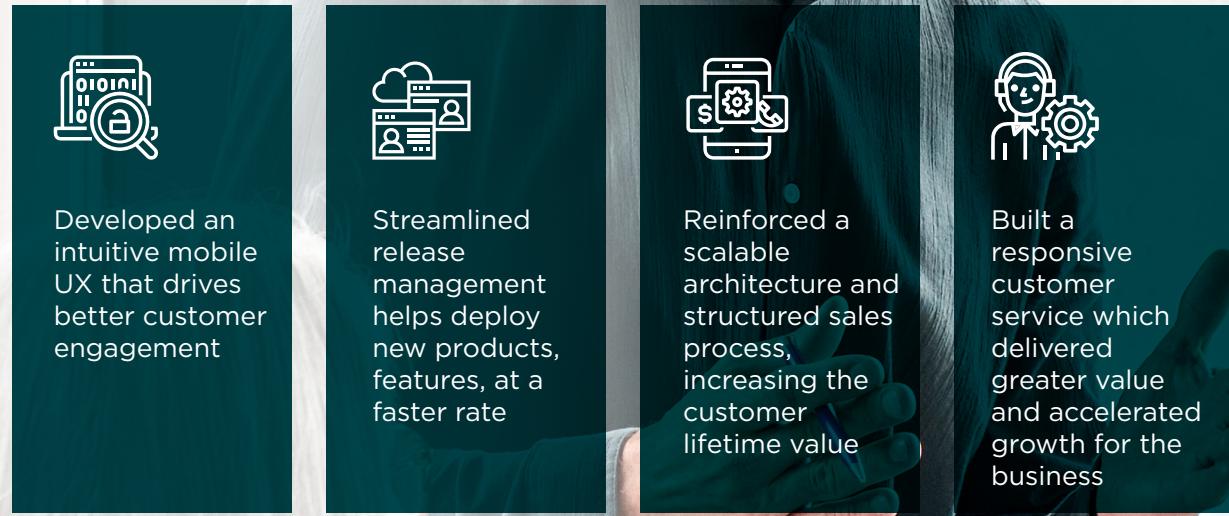
CI/CD

- Established an agile DevOps operation for the company by implementing continuous integration/continuous delivery (CI/CD) pipeline and automation testing process. This resulted in real-time deployment changes to the software with improved team collaboration and better software quality.

- Extended the implemented solution to other credit unions by packing the solution into Salesforce AppExchange

Outcome and impact

With the support of HCLTech, the customer could move away from obsolete systems towards application modernization, further strengthening the company's strategic and growth agenda.

Developed an intuitive mobile UX that drives better customer engagement

Streamlined release management helps deploy new products, features, at a faster rate

Reinforced a scalable architecture and structured sales process, increasing the customer lifetime value

Built a responsive customer service which delivered greater value and accelerated growth for the business

For any queries, please reach out to us at **digitaltransformation@hcl.com**

HCL

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on June 30, 2022, HCL has a consolidated revenue of US $11.79 billion and its 211,000 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com

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