

Unified global engagement for a leading bank in Australia

Created global engagement platform and marketing
automation using Adobe cloud experience suite



Our client is a leading multinational bank based out of Australia with businesses overseas. It includes subsidiaries for banking, wealth management and financial planning. HCLTech worked closely with the organization to identify, define and implement a future-ready global engagement and campaign platform for its customers and the Digital Marketing team with an omnichannel experience. HCLTech also defined a minimum viable product and created a multi-year growth roadmap.

The Challenges:

Bottlenecks on the road to success

Our client had an inconsistent brand across independent stakeholders like customers, agents, advisors, and employees. Due to the lack of separate release cycles, regular services took more time to market. This also led to less experimentation with digital channels. The business growth also

witnessed stagnancy due to a lack of scalability in infrastructure and solutions leading to poor operations. Apart from these, the company lacked resiliency in core payment platforms, had high TCO (Total Cost of Ownership) and inadequate security management and controls.

The Objective:

Building a platform for seamless brand presence and customer experience

The client was looking for a partner to define and build a global engagement and campaign platform to provide real-time delivery of aggregated information with a seamless brand and product experience to investors. The platform should also easily manage and assemble content for

publishing to the web, mobile, and social channels. And also enhance the marketing value stream with automated campaigns. A platform that could dramatically improve customer experience and allow investors to seamlessly access information when, where and how they want.



The Solution:

Smooth technology transition for redesigned experiences

Our approach was designed to ensure a smooth technology transition by engaging with the business and services teams across the client's branches to understand current processes, analyze outcomes, and sympathetically re-design experiences around system users' tasks and activities. Our client wanted to build one platform on a cloud-based scalable infrastructure. It started the transformation journey by defining legacy replacement attributes and creating a technology concept paper and implementation plan. The next step was to build a knowledge exchange platform for a vibrant community of like-minded financial advisors to exchange insights and practical know-how. With the help of HCLTech, our client could define the pilot and roadmap for the Adobe Experience cloud adoption through design thinking methodologies. All the AEM sites were migrated from AWS cloud to Adobe Managed Services (AMS) Cloud and upgraded sites to AEM 6.5. The site home page has been re-designed to align with organization's brand and theme experience. We also implemented Adobe launch for next-generation tag management for effective SEO capabilities.

Further, we leveraged content authoring and analytics capabilities across diverse platforms to enhance platform functionality. We brought in a reduction in the cost of ownership with component modularization and standardization along with adopting content as a service with standardization of digital assets and dynamic media. We defined detailed personas and user journeys for multiple use cases in campaign management. We also identified future use cases and data, integration and analytics models to enable data-driven user journeys. This helped us to automate and personalize marketing campaigns based on reimagined customer journeys and customer behavior analytics. We enhanced the campaign and content management through content and touchpoint design for multiple channels, including EDM (Electronic Direct Mail), SMS and landing pages. To support marketing across diverse social channels, we integrated social network APIs, web chat, and other interactive tools. We achieved 100 percent author and visual automation through Bobcat, and BackStop JS across reusable components.



The Impact:

An improved content and automated campaign management system

Our client had a goal for a unified, cloud-based, scalable platform with 20+ digital properties. It achieved it through HCLTech-led and Adobe-enabled transformation. The new platform improved the ease of using digital marketing systems with a reduction of 60 percent in the time to launch. Our client also experienced cost savings and improvements in reusability with a cost of operations reduction of almost 40 percent. Customers and investors started receiving real-time information with enhanced usage of decision tools for them. There was a shift in the overall functionality of the organization enabled by knowledge exchange and collaboration. The new way of working with the global engagement platform built a consistent brand voice across channels supported by personalized marketing campaigns for customers across distinct social media platforms.



CI-105212301701974-EN00GL