

Revamped brand presence and product experience

for a leading bank



Client description ■

Our client is a leading bank based out of Australia with around 52,000 employees, over 1,140 branches, and assets and deposits worth \$780 billion and \$370 billion, respectively. This includes subsidiaries for banking, Aussie home loans, wealth management, and financial planning.

Objective ■



Streamline the path-to-purchase journey



Support the partners



Create automated campaigns using Adobe Campaign



Provide investors with a seamless brand and product experience



Easy management and assembly of content for publishing on the web, mobile, and social channels

Business challenges ■

- Allow services to have a fast and independent release cycle to increase the speed of experimentation for digital channels
- Position as supporting partners – financial advisors' first choice
- Ensure availability of accredited qualified advisory
- Enable growth and scale of operation
- Build resilient core payments platform
- Reduce total cost of ownership
- Improve security management and controls
- Provide real-time delivery of aggregated information to investors



Our solution ■

Our approach was designed to ensure a smooth technology transition by engaging with the business and services teams across client's branches to understand current processes, analyze outcomes and empathetically re-design experiences around the tasks and activities of system users.

- Define legacy system replacement attributes
- Create a to-be technology concept paper and implementation plan
- Build knowledge exchange platform for a vibrant community of like-minded financial advisors to exchange insights and practical know-how
- Build one platform for 20+ digital properties
- Design thinking-led consulting exercise for defining the pilot and roadmap for Adobe Experience Cloud adoption
- Define detailed personas and user journeys for multiple use cases
- Identification of future use cases and data integration, and analytics models to enable data-driven user journeys
- Content and touchpoint design for EDM, SMS, and landing pages
- Definition of marketing COE operating model
- Standardization of digital assets - Content as-a-service
- Leverage content authoring/analytics capabilities across non-homogenous platforms
- Component modularization/standardization for reduced cost of ownership
- 100% author and visual automation - Bobcat, BackStop JS across reusable components



Business impact ■

- Improved ease of use of digital marketing systems - Time to launch reduced by 60%
- Optimized Opex - 20+ digital properties on a single cloud-based scalable infrastructure
- Real-time information flow to customers and investors
- Enabled knowledge exchange for increased reuse and collaboration
- Enhanced usage of decision tools for investors
- Built consistent brand voice across channels
- Received support for personalized marketing campaigns
- Integrated with social channels and interactive tools



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