ENHANCED ONLINE BANKING PLATFORM.

MULTINATIONAL BANKING & FINANCIAL SERVICES COMPANY

Improved simplicity, intuitiveness and efficiency of online banking platform

A multinational banking & financial services company approached BAE Systems Applied Intelligence to help them make improvements to the usability of their existing online banking platform for multinational, corporate customers worldwide.

THE CHALLENGE

The existing platform delivered business critical and complex functionality to expert user groups globally. Client perception as "being easy to do business with" and accessible anytime, anywhere is a high priority for most banks. In the increasingly competitive banking sector, BAE Systems Applied Intelligence realised there were areas of improvement to the platform that could be achieved. A key focus for improvement was the usability and user experience of the client portal with emphasis on ease of use, transparency and access to value added services.

HOW WE HELPED

Applied Intelligence engaged with stakeholders from around the business including product owners, members of the global customer experience team, technology groups, and customer services. The client's project team was based as far afield as London, New York, Vancouver and the Far East so good communication as well as flexible working was vital to keep things on track. Applied Intelligence led several requirements gathering workshops via video conferencing as well as in person to ensure we collected the right level of intelligence and experience from within the client's business.

Applied Intelligence

BAE SYSTEMS
INSPIRED WORK

Next Applied Intelligence led a research program which was divided into two main strands: competitor analysis where we looked at leading competitor portals to determine opportunities for differentiation; and customer research where we analysed call centre data and user feedback as well as interviewed real customers. Applied Intelligence combined this research with comprehensive task analysis and a user centred design approach to identify how workflow and interaction could be improved.

Our research provided a clear audit trail for evidence-based design and decision making.

THE RESULTS

We delivered our recommendations for improvements to a broad group of technical and IT teams, stakeholders and business owners across the globe. The client was able to take these recommendations forward into an on-going programme of change that is seeing improved performance and customer feedback as well as industry recognition and awards.

This work is contributing to improving the simplicity, intuitiveness and efficiency of the online platform. Users will be able to complete tasks more quickly and easily, learning time will be reduced through contextual help to step users through complex processes, and pages will now appear simpler and less cluttered, with advanced functionality 'hidden' but easily available to those that need it.

For more information contact:

BAE Systems Applied Intelligence
Surrey Research Park
Guildford
Surrey GU2 7RQ
United Kingdom

T: +44 (0) 1483 816000
E: learn@baesystems.com
W: www.baesystems.com/ai