

## CUSTOMER SUCCESS STORY

# Banking on the In-Branch Customer Experience

## Mobile Application Enhances In-Person Interactions

### Overview

New technologies are transforming the way banking customers interact with their financial institution. While visits to the branch will continue to decrease, the importance of these new interactions will increase. Upgrading branch capabilities is now a matter of providing a personalized and friction-free experience for consumers.

A global banking leader with more than 100 million customers recognized an opportunity to enhance the in-branch experience for the higher net-worth customers

enrolled in its select program. To help these members take advantage of the select loyalty program, the financial institution sought to digitize the monthly rewards promotions catalog.

Based on the success of previous engagements with AgileThought, the financial institution sought our team's expertise to design, develop and deliver a custom application that would provide customers a digital rewards catalog.

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*“By the end of 2020, customer experience will overtake price and product as the key brand differentiator.”*

*– Walker, Customers 2020: A Progress Report*

### Solution Delivered

Designed to be used on tablets in over 200 branches in Mexico, the new application's user-friendly, fast, and secure interface provides a more attractive and engaging browsing experience. Instead of paging through a paper catalog printed monthly, customers can explore an updated digital catalog of available loyalty rewards. The application also makes it easier to redeem points: customers simply show their personal banker the rewards they selected on the tablet.

Our Process	
Front-End Design and Development	Our teams have a wealth of technical expertise in a wide range of collaboration tools, design software, and front-end frameworks
Interaction Design	Following human-computer interaction (HCI ) standards, our in-house visual design team ensures a polished, on-brand look that enhances the usability, utility, and desirability of the application's interface.
Agile Methodologies	Agile is deeply embedded in all our projects, and we leverage integrated DevOps and continuous improvement to maximize delivery value and efficiency.
Design Thinking	This methodology helps us take a solution-based approach to solving business problems in a creative and innovative way. Our UX design decisions answer one question, "what matters most to your users now and in the future?"



## ABOUT AGILETHOUGHT

AgileThought, a full-service digital transformation and consulting firm, delivers and continually improves digital solutions at scale. For over 20 years, Fortune 1000 companies have trusted us to solve their digital challenges and optimize mission-critical systems to drive business value. Our solution architects, developers, data scientists, engineers, transformation consultants, automation specialists, and other experts are located across the United States and Latin America and provide a range of options to meet your critical needs in the areas of:

- › Digital Transformation
- › Application Development & Modernization
- › Agile, DevOps & Design Thinking
- › Advanced Data Analytics (AI, ML, IoT)
- › Cloud Delivery & Optimization
- › Automation & Digital Workplace Solutions
- › IT Infrastructure, Core System Maintenance & Optimization

### What to Expect



An agile-first mindset



A partnership model that prioritizes ROI and success



A culture of continuous improvement



Deep technical expertise



9 delivery centers and remote work capabilities



On-demand solution teams



2019 Partner of the Year Finalist  
AI and Machine Learning Award



### Get Started

Learn how AgileThought can add value to your IT initiatives.  
Contact us at [www.agilethought.com](http://www.agilethought.com)