



Banvivienda's Website Redesign

Banvivienda is an institution with more than 30 years of presence in the national financial system, with more than 55,000 clients and 12 branches. It is recognized for the variety of banking products that they manage to offer to business entities and private individuals who want private or commercial banking systems.

New Website

For Banvivienda, our team was in charge of developing their website, including the implementation of self-managing functionalities and adaptations of WEM. Thus incorporating different web forms with the ultimate goal of being able to capture successfully customer requests. Among the tasks that were developed: We mainly did a website structuring and modern graphic design and attached to the corporate manual of Banvivienda, followed by that we add the main functionalities such as adapting the website to a functional design in mobile devices, content from the existing Banvivienda platform was migrated to Drupal and the site was installed on Banvivienda's servers. The dynamic management of content is a new trend in the virtual market, which gives us the following benefits: Increase customer satisfaction with unique and engaging experiences,

gain a competitive advantage by aligning business, digital processes and information technology strategies and identify possible process improvements to optimize marketing effectiveness. An intuitive interface design encourages users to create a different presence, based on design principles with optimized experiences.

Goal Achieved

We managed to give a new look and style to the Banvivienda website, successfully redesigning to provide the user with a more personalized experience and focused on your needs. As a provider of web and mobile solutions, we at Rootstack, we strive to make continuous improvements to all of our products and services. Thus supporting clients such as Banvivienda to achieve growth and development that truly exceeds your expectations.

