

Improving customer experience with **Design Thinking**

for South Africa's Leading Bank

Case study



Overview

Our client is a leading bank in South Africa with a long-standing engagement with Zensar. Its cumbersome and lengthy manual processes were creating a poor user experience for its internal and external partners. This user 'unfriendliness' was proving to be an impediment to its growth and reputation. We stepped in with a design thinking approach to transform these processes, leading to enhanced customer delight and loyalty.

Challenges

The biggest challenges our client faced, as we realized during the discovery were:

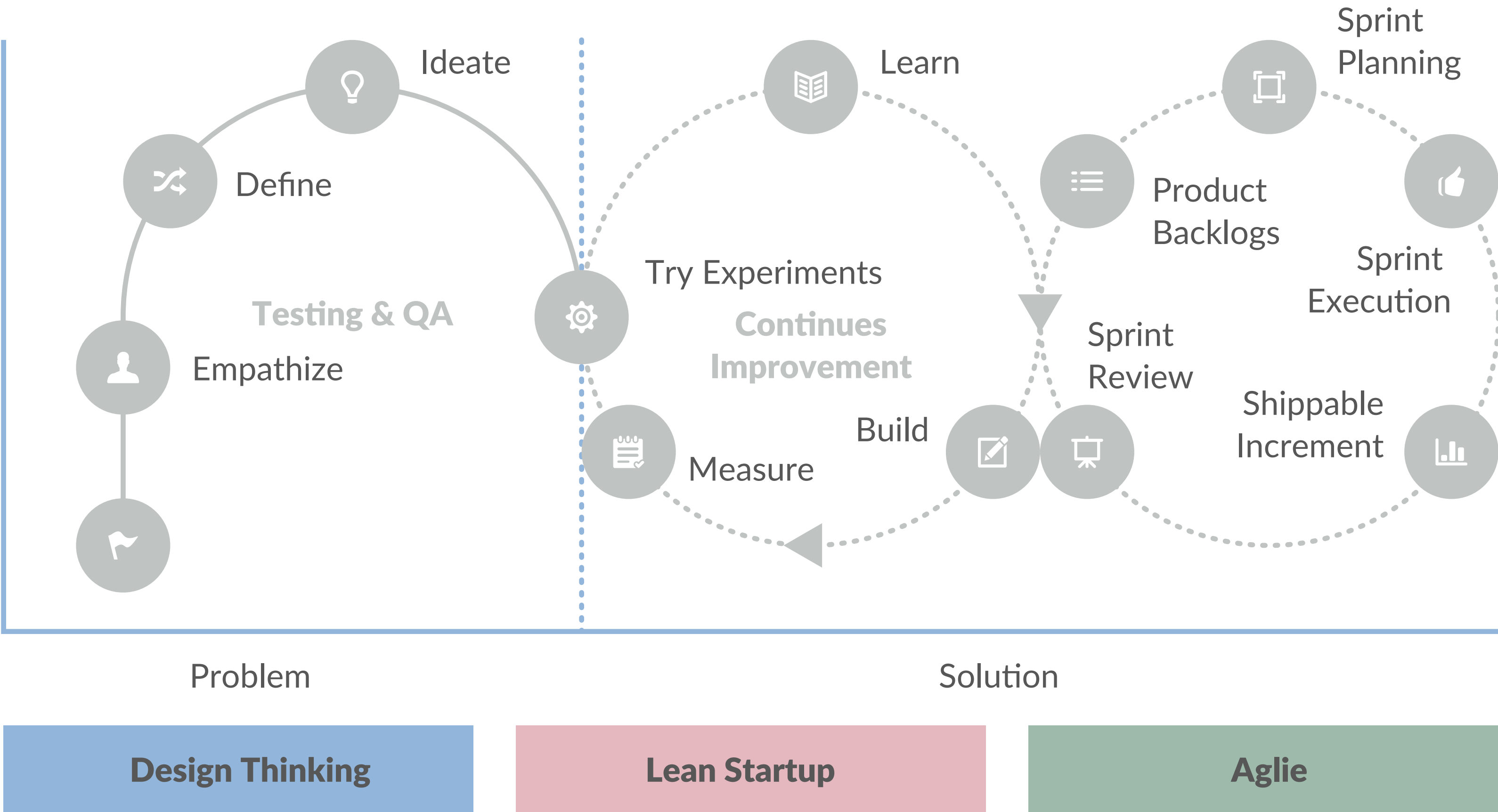
- A complicated and lengthy onboarding process, wherein the staff was manually filling in forms and other applications (with each form taking close to half an hour to fill). This led to errors, inefficient use of resources, and a bad initial experience for customers.
- Lack of ease of navigation of the transactional products' interface while selling personal loans led to reduced productivity and lower conversions.

Our solution

Our key focus was to bring the user to the center of all the experiences. In order to do that effectively, we adopted a design thinking approach. The design thinking methodology begins at the front end of innovation and is human centered, i.e., based on the needs and wants of real people. It can be entirely human centered because it continually talks to real users, gets their feedback, and works to empathize with their wants and needs.

Here’s an overview of the phases we navigated through to arrive at a user-centric solution:

Achieving right design experience (UI/UX) through design thinking



Through the process, we were able to:

- Create a streamlined online onboarding process that was quick and efficient
- Incorporate complex features in a simplified way for better user experience
- Deliver a faster time to market with agile guidelines
- Collaborate with our client to make our solution relevant

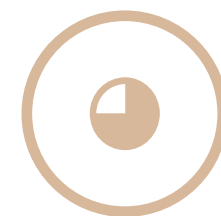
Benefits for the customer

As a result of our design thinking approach, our client was able to create customer-centric pricing and offerings and offer a 24/7 banking experience that was easy, simple, and intuitive.

Here are the tangible results we delivered with the experience we crafted:



30% reduction in customer onboarding time



Increase in onboarding conversions by 3x



23% improvement in customer satisfaction scores





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

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