Improving customer experience with Design Thinking

for South Africa's Leading Bank

zensar

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

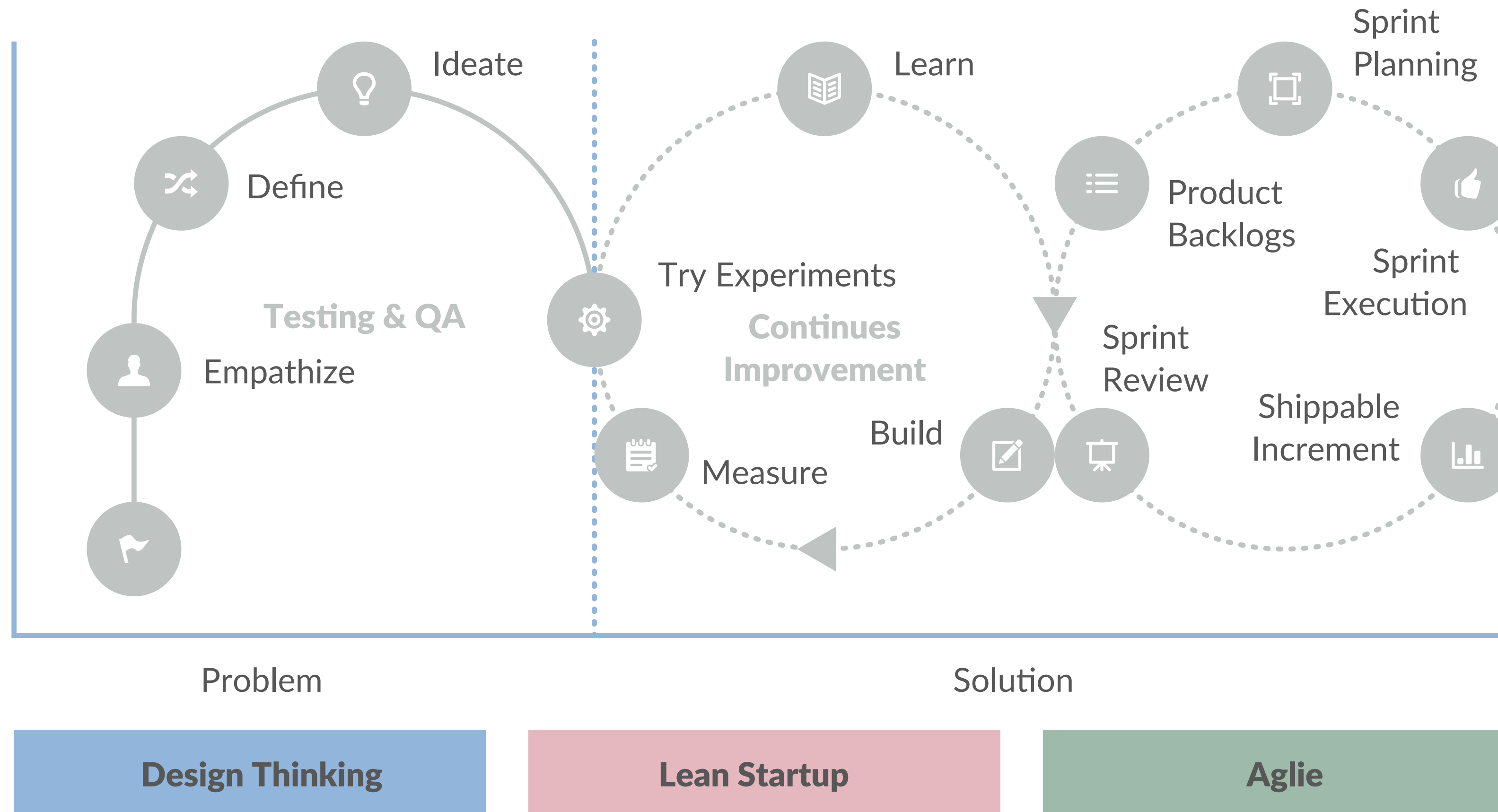The biggest challenges our client faced, as we realized during the discovery were:
- A complicated and lengthy onboarding process, wherein the staff was manually filling in forms and other applications (with each form taking close to half an hour to fill). This led to errors, inefficient use of resources, 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

Ideate

Define

Testing & QA

Empathize

Learn

Try Experiments

Continues
Improvement

Build

Measure

Sprint
Planning

Product
Backlogs

Sprint
Execution

Sprint
Review

Shippable
Increment

Problem

Solution

Design Thinking

Lean Startup

Aglie

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
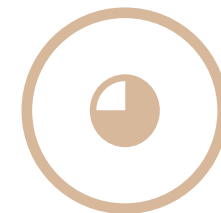
Benefits for the customer

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

zensar

An **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.