POŠTOVÁ BANKA

ONE FRONT-END FOR SERVICING CLIENTS

elia

CASE STUDY

Poštová banka has replaced all customer service systems with one "omnichannel front-end"

Client:

Poštová banka, a.s.

Business network: 44 branches and 1500 post offices
Size: 1,000,000 retail clients

Poštová banka has been operating on the Slovak market for 28 years. With one million clients, it is one of the strongest banks on the market in the retail sector. It provides its services to clients in 44 branches and more than 1,500 post offices across Slovakia and is making progress in its strategy to be the most accessible bank in Slovakia.

For more information, please visit www.postovabanka.sk

poštová banka

1 REQUIREMENTS

- To replace all customer service systems with one ¨omnichannel front-end¨
- Design an intuitive, simple and modern user interface
- Optimize processes, speed up and improve client service

2 SOLUTION

- Analysis of banking and sales processes in order to design a new optimal user interface
- Design of front-end screens with an emphasis on the best user experience
- Responsive design for internal and external employees and sales people using PCs, laptops or tablets
- Creation of functional components and individual screens of the new system in HTML, CSS and JS

3 BENEFITS ACHIEVED

- One front-end for branch employees, call centre operators, mobile bankers and Slovak Post employees
- Faster and better service, more efficient sales and communication with clients
- Easier training of employees on just one system
- Significant reduction of costs for repeated development and maintenance of multiple front-ends

STARTING POINT

In Poštová banka they had to use several different software to serve their clients. Separate software solutions were used to manage client data, deposit products, loan products, insurance, etc. Thus, the bank's employees had to work with several applications at the same time.

In addition, branch employees, mobile bankers, call centre staff, and employees of the Slovak Post - all of them were working on different, proprietary systems that were used for the same thing.

Also, the servicing process itself was not optimal. Data was entered multiple times, the user interface was complicated, unintuitive and outdated. Such work created a large time loss, while time could have been invested in more efficient sales and client communication.

Poštová banka made a bold decision. They wanted to create one front-end to service the client for all internal and external employees and salespeople.
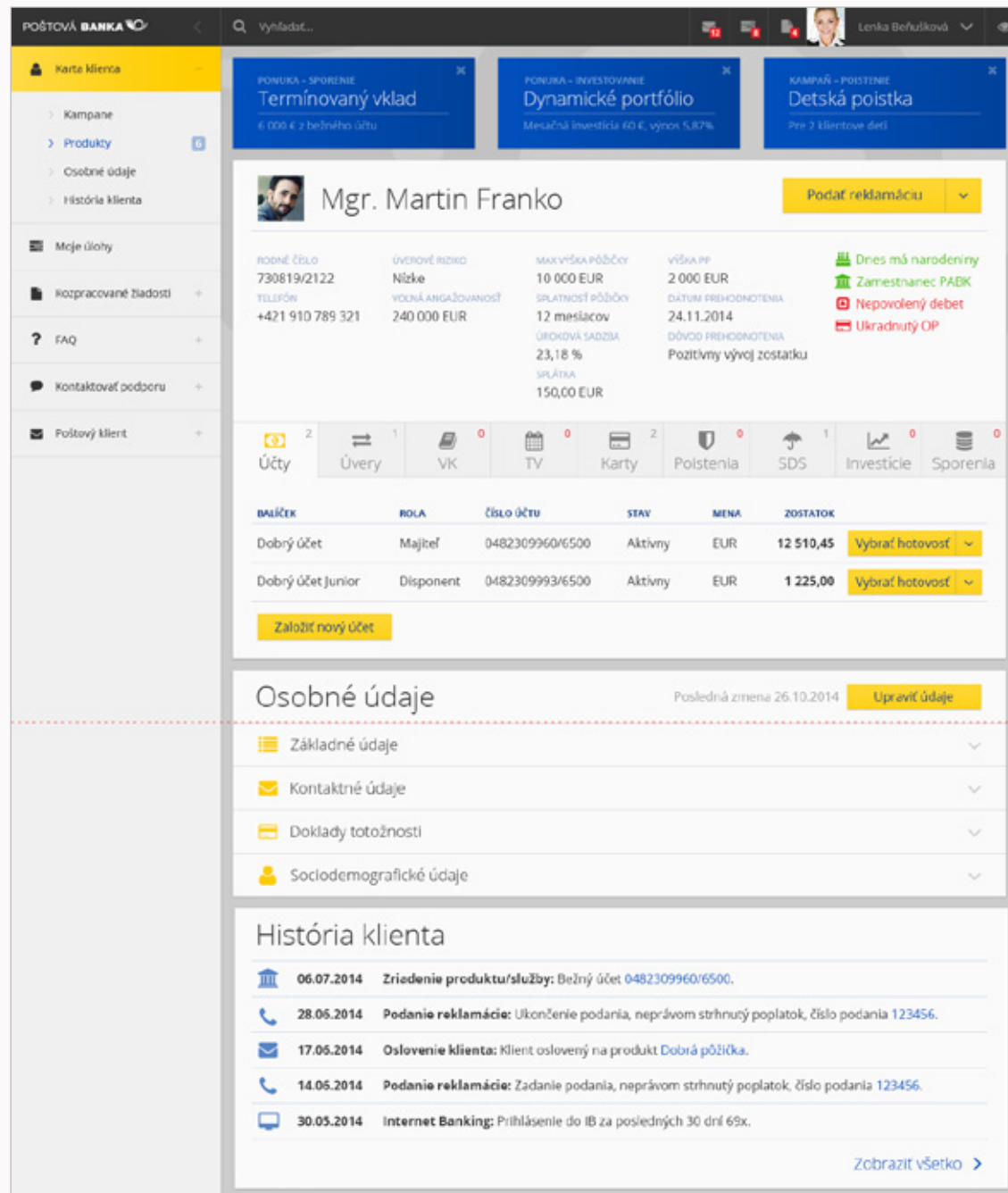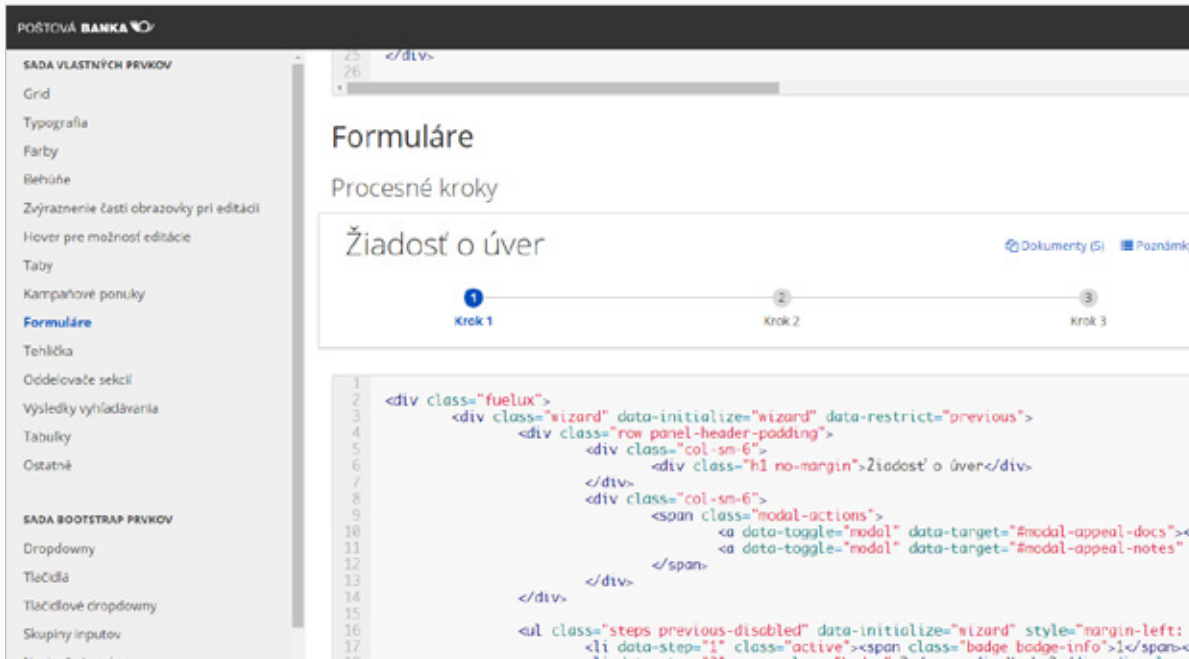
SOLUTION

We created a functional design for a new "omnichannel front-end" that replaced all existing sales and service systems. We analyzed the banking and sales processes and placed emphasis on achieving the best user experience.

The Bootstrap framework was chosen for the functional design. Therefore, we delivered "clickable" screen designs with HTML, CSS and JS code to the client. All designs are responsive for optimal use on different screen resolutions of PC, laptop and tablet screens.

We also created and delivered an electronic design manual. This contains all the functional design components along with their HTML code. The client thus has a complete functional design at their disposal and is no longer dependent on the supplier to use it for further development of the system.

FRONTEND VISUAL

ELIA, s. r. o.

ELIA is dedicated to the development of customized software solutions for clients in various fields. It mainly provides its services to clients operating in the banking and financial sector, e-learning, and automotive industry. The company is also involved in software design, user-experience as well as creative 2D and 3D graphics. In its 17 years on the market, the company has won several awards in the field of software development and creativity.

For more information, please visit www.elia.sk

TESTIMONIAL

On our journey to build a next-generation omnichannel front-end, ELIA has helped us design the best user experiences.

In addition to the professionally done deliverables, what we appreciated about this collaboration was their agility and "Getting Things Done" approach.

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