

SUCCESS STORY

# New business banking mobile app

Mexican division of a large global bank heralds a new era of mobile business banking



Maintain and grow domestic market share of digital to over 50%



Project delivered by a team of 6



Increased customer satisfaction

UX



MICROSERVICES



## THE CHALLENGE

### Digital transformation for bank enterprise channels

- The bank perceived an increased demand for digital services from business customers, ranging from SMEs to large corporations
- As an innovator, the bank wished to deliver a new mobile business banking app to increase customer convenience, offer an engaging experience, and build loyalty
- The new app would empower bank customers to conduct their core business banking faster and more easily from a mobile phone
- As well as supporting existing channels, the new app would empower customers to:
  - Pay providers and transfer funds to third parties
  - Download account statements and reports of sales made by point-of-sale terminals with an analysis of sales and commissions, and the ability to share using WhatsApp
  - Receive CoDi (a digital payment option recently introduced by Bank of Mexico) charges instantly, 24/7, with money immediately deposited to account
  - All operations authenticated using the mobile phone token

## THE ENGAGEMENT

### A secure mobile app built to the highest industry standards using Agile methods and mixed modern technologies

- GFT worked directly with the client to receive continual feedback and ensure the app delivered an intuitive, frictionless user experience
- The solution was developed using Agile methods and made optimal use of modern technologies, including, Webcomponents developed with Polymer and Litelement from Google
- A scrum team of 6 delivered the solution using Agile SAFe methods within a Webcomponent framework
- All system components were catalogued and can be deployed elsewhere in the bank

## THE BENEFIT

### More convenient banking for business customers and increased customer loyalty

- The new solution positions the bank at the forefront of digital channel innovation for business customers
- A new era for mobile business banking that put the customer at the heart of everything
- The new app has been very well received by business customers and is on target to exceed 100.000 users in 2020
- The pioneering app is being rolled out globally