



Let's Solve

# Case Study

Improved User Experience through  
Enhanced Application Design for  
Leading Consumer Bank  
in South Africa



A Larsen & Toubro  
Group Company

# Client

Leading Consumer Bank in South Africa, offering an integrated set of products and services across personal and business banking, corporate and investment banking, wealth & investment management and insurance. The company is one of South Africa's largest financial services organizations serving private, commercial and corporate customers.

## Challenges

To revamp the bank's websites as part of the Digital Transformation Initiative, and improve overall customer experience.

## LTI Solution

- DiCE evaluations were carried out in 2016 & 2017 for websites of five countries.
- LTI evaluated older versions of the websites in 2016, and shared the recommendations, which were taken as inputs during enhancements.
- Consumer Perception Analysis was performed on re-designed wireframes.
- DiCE evaluation was performed on the new versions of the websites in 2017, which recorded a marked improvement in overall customer experience.

## Business Benefits Delivered



Improved overall Digital Customer Experience Score (Perception) by 40%



Responsive of the application increased by 30%



'Click Analysis' functionality helped in optimizing the number of clicks for various use cases by 20%



As part of Manual Surveys, positive feedback was recorded



Number of 'Contact Us' enquiries increased by 10%

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