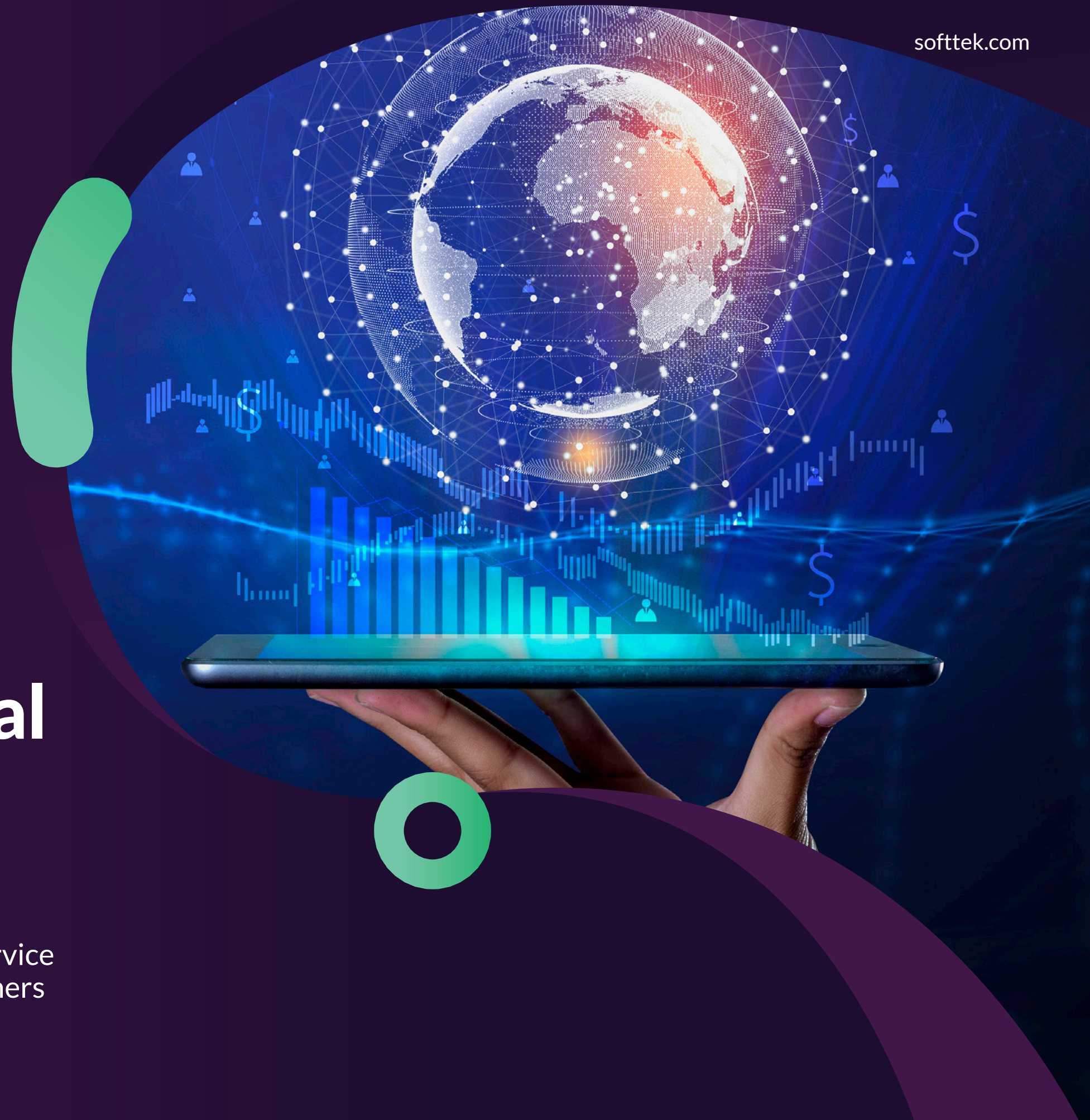




CASE STUDY / BANKING & FINANCIAL SERVICES

Large European Financial Institution Reduces Customer Service Costs

Improve business KPIs through the evolution of customer service processes and integration of new payment service for customers





About the customer

Large European financial institution with international money transfer services



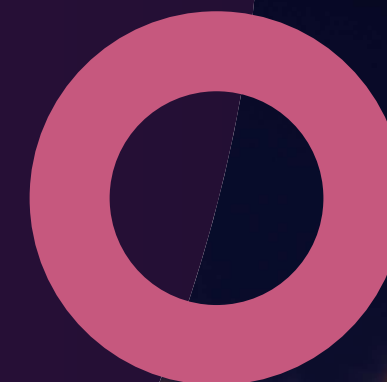
4M+
Customers



90+
different
currencies



150+
Countries



Softtek

BANKING & FINANCIAL SERVICES | Remittance, Digital Evolution Services



Business challenges



Develop a digital platform solution to increase clients' scope and improve customer experience

1

Simplify the integration
& management of new
partners

2

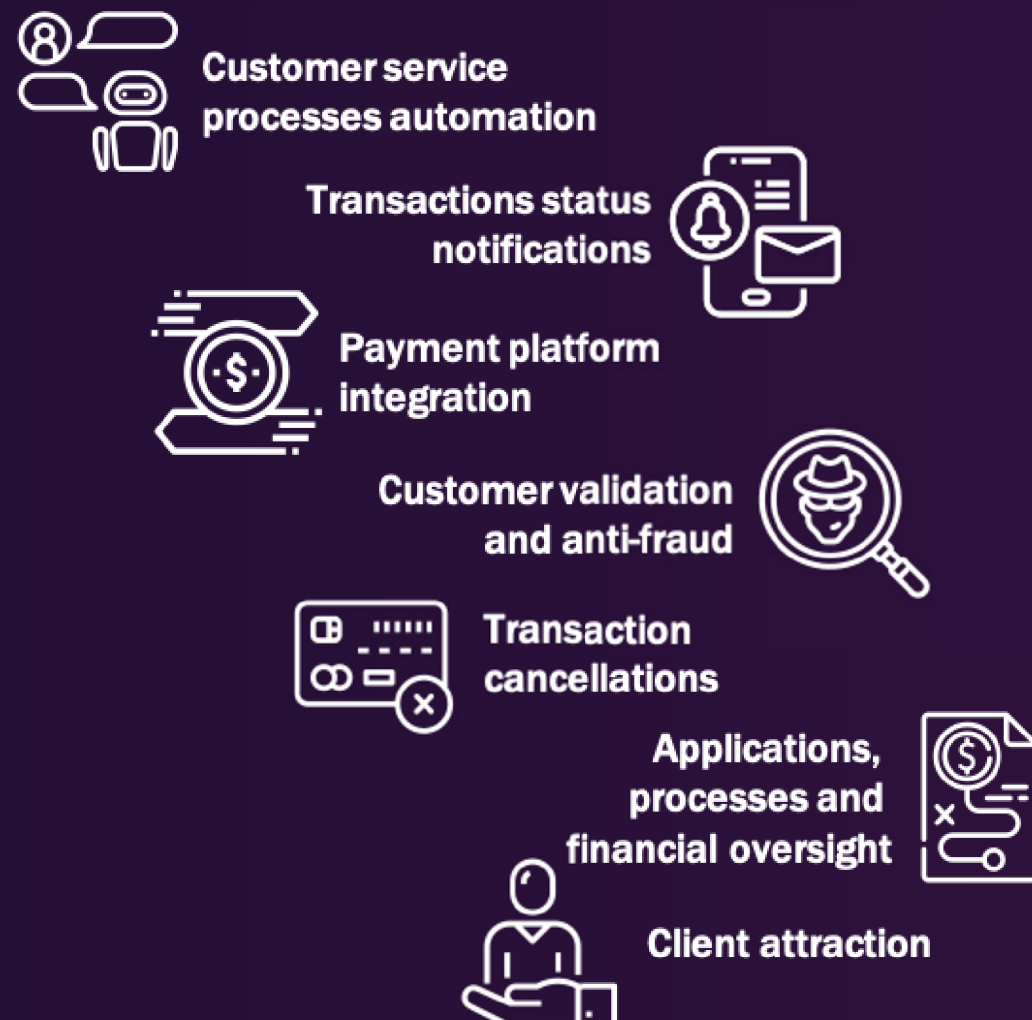
Develop corporate scope
and improve business
revenue

3

Increase geographic
coverage and market
participation

How Softtek comes into play

Softtek deployed an Agile development team to work in different functional areas covering internal apps, marketing campaigns, compliance and payments



Maintain online business transactions platform

Develop and integrate marketing loyalty campaigns

Migrate business applications

Develop new functionalities, channel notifications or services cancellations

Softtek

BANKING & FINANCIAL SERVICES | E-Banking Platform deployment



Business impact

The financial institution improved their customer experience through a digital payment platform & new payment services for customers



Integrated new payment services for customers

Improved go-to-market, simplifying the integration of new partners

Increased customer satisfaction with new notifications channel and payment service

Enabled 45 paying agents to cover 100+ countries

Reduced customer service costs through process automation



ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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