

SUCCESS STORY | BANKING

## Leading US bank launches a modern Internet Banking Platform for credit card services

For better customer experience, acquisition, and retention

### About the client

This US-based bank, specializing in credit cards, is one of the leading credit card providers, serving over 7 million card members nationwide. It provides card members with credit card products that offer more value through cashback rewards and free online monthly credit score tracking.

### Requirement

The bank had a non-user-friendly and web-only platform that could not be enhanced or roll out new features over time. The cards division wanted to build a flexible, brand new banking platform for both web and mobile users.

### Solution

Servion redesigned and developed a lightweight banking platform with rich GUI that can be accessible by the end customers through both web and mobile. This simple and convenient web portal offered:

- Secure and convenient payment options for standard and express payments

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- Preapproved, customized offers like Credit Line Increase, Reward Programs, Additional account Offers, Reinstatement offer, etc

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- Access to archived information such as last CLI history, previous statements, Change in Terms, Card holder's agreement, etc

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- Direct provision for the customers to update their income details

### Business outcomes

The new, stylish, scalable, and user-friendly internet banking platform for credit card services brought about several benefits for the client:

- Ability to quickly introduce new features and services

- The platform could support 40000+ users/day

- Improved customer experience, acquisition, and retention

- Two-fold improvement in performance



## The Servion difference

Our sustained focus on CX technologies and over two decades of experience delivering advanced customer service solutions let us tackle the most demanding projects, deliver the value you expect, and maximize the return on your technology investments. Our difference is built on five pillars.

- Deep expertise implementing and managing contact center technologies
- Broad experience across all the categories of the CX stack
- Impeccable delivery track record with an Industry-leading Net Promoter Score (NPS) of over 65
- Vendor-neutral consultative approach
- Ability to combine packaged applications assembly and tailored software development

For more than 25 years, Servion has been trusted by customer-centric brands for architecting, implementing, and managing Contact Centers and Customer Experience (CX) solutions. Servion has helped 600 enterprises across the globe deliver memorable experiences to their customers, partners, and employees.



*Crafting CX solutions*

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