

## SUCCESS STORY



Tavant leveraged its complex web application development experience to build a fantastic new interactive portal for one of America's most trusted lending institutions.

# Fantastic Interactivity for Banking Customers

The client is a large bank in North America and is one of the most reputed lending institutions in the country. It wanted to improve interactivity with its consumers and allow better communication for its lending and collections parts of the business. This initiative required a complete re-design of a core component of its customer communication portal – the front-end.

Tavant leveraged its expertise to create a highly interactive marketing application that elevated the client's front-end. This high-value web portal possesses remarkably agile components that allow consumers to interact with the bank's collections or lending applications teams through different mechanisms.

The effects of this new improved front-end were similar to those of hiring a highly talented customer relationship manager. The satisfaction levels for customers soared and the bank significantly improved its revenues – both through new applications as well as through reduced delinquency losses.

Easier  
Reliability  
Client  
Communication  
Interactivity  
Real time  
Navigation  
Scalability

## THE CHALLENGES

The bank is one of the oldest financial institutions in the country. With the new initiative in place, they wanted to ensure the enhanced interactivity does not hamper the trust they have earned with their consumers.

Building this novel front-end required maturity on two accounts. First – on the technical components that would form the front-end. Second – on the interactive marketing philosophies that the bank would employ. The scope of this interactive yet technical front-end was challenging.

## THE SOLUTION

Tavant worked closely with the client to identify their client facing portal and its usage. These specifics were then mapped into Tavant's industry-class solution accelerator for web-based banking front-ends.

The new front-end combines features like click-to-call and online chat. It also guides the consumer through complex procedures for lending applications and collections.

Some of the highlights of this solution are:

1. New and improved communication tools like click-to-call and online chat
2. Easier application data gathering, submission, and status update
3. Real time rates, pricing, and decision integration
4. Customizable content management and integration, for example, home valuation requests, neighborhood map-based valuation comparisons etc.
5. Extensible architecture and workflows to encompass forward looking brand and social media strategies

## ABOUT TAVANT

Tavant Technologies is a specialized IT solutions & services provider that leverages its expertise to provide impactful results to its customers. We have leveraged our unrivaled capabilities and domain insights to create game changing results for leading businesses across chosen industry micro-verticals. We are known for our long-lasting customer relationships, engineering excellence and passionate employees. Founded in 2000, we are headquartered in Santa Clara, California and service customers across North America, Europe, and Asia-Pacific.

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## THE CLIENT



Over the last 150 years, the client has built itself to be one of the most trusted financial services company in North America. With over USD 119 Billion in assets, the company operates with 1311 full-service banking centers across North America.

## THE BUSINESS BENEFITS

Besides leveraging Tavant's ability to build highly interactive and well architected web applications that are reliable, the client created a market differentiator with this high-value online office that made banking more enjoyable for its consumer.

Some of the key benefits enjoyed by the client are:

1. More than satisfactory experience with the new portal
2. Improved tools for easier communication with the customer in real-time
3. Intuitive and simple navigation while browsing through complex procedures and rules
4. Refined data gathering coupled with scalability

