

A Major Retail and Commercial Bank in Scotland

Case study

The client is one of the largest banks in the UK, that is currently on a digital transformation journey.

Zensar's work with the client on its journey to become a digital first bank

Foolproof, a Zensar company, and the client have created a Human-Centered Design Center of Excellence. This is a cross channel design consultancy, research and production service that drives better customer experience, better working relationships, processes and ultimately value across the personal banking business.



Our approach

- Co-located teams working hand-in-hand with the client staff
- Flexible and scalable model with teams adhering to Agile processes

Our dedicated team

Consists of a delivery manager, a UX strategist, three designers and six researchers

The story of our engagement so far...

Our ongoing engagement

- We began with a 6 month trial
- Following a successful trial, we've signed up for a 3-year engagement reviewed quarterly with purchase orders raised annually
- Currently, year 2 of a 3-year engagement
- 4 days on partner site, Angel, London

What we have achieved

- Customer acquisition, customer self-service across mobile apps and responsive web
- Training and development of the client teams in design thinking and design research



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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