zensar

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.

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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

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An ◈RPG Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: **velocity@zensar.com | www.zensar.com**