



Softtek[®]

CASE STUDY | BANKING & FINANCIAL SERVICES

Automated testing helps major bank improve CX, reposition as digital champion





About the customer

Major US regional bank that provides a broad range of consumer and commercial banking products, from small clients to large corporations.



~35B customers



~2.8B total equity capital



~32K total registered digital retail users





Business challenges

Our client needed to engage a younger customer segment in order to ensure their long-term business objectives. Delivering an innovative digital experience was a key component of this strategy.

1

Digital Transformation of their online retail banking platform (mobile & web).

2

Necessary to redesign their mobile banking solution (native apps: iOS & Android).

3

Digital banking platforms required adjustments to improve transaction security.



How Softtek comes into play

Softtek designed an automated testing solution that helped improve digital customer.



Next-Gen QA function with a restructured team with Softtek as a partner.

Mature PMO unit to size all projects including QA requirements.

Automated Testing implementation was a must for the success of the program:

- Complex mobile ecosystem
- Constant changes in OS versions
- Continuous validation in a wide variety of devices & platforms





Business impact

Softtek improved this financial institution's customer experience and allowed them to capture a new market segment by implementing automated testing & next-gen QA functionalities through an Agile Delivery Capability model.



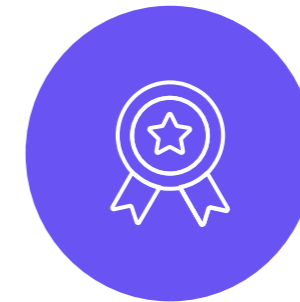
Improved CX through a new QA model that helped release convenient and user-friendly applications.



0 Defects in Production (Severity 1 & 2).



Revitalize & Capture New Customers through a Digital Transformation Journey.



Bank's Repositioning as a digital champion.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

info@softtek.com | softtek.com | [privacy note](#)