



Unified digital marketing
platform to provide
omni - channel
customer experience



Wipro helped US Bank to evangelize product suites, develop intuitive components and provide a secure next-gen digital platform with a reusable framework in defining their digital strategy to bring in Omni-channel customer experience.

Client background

US Bank is the 5th largest commercial bank in the United States, est. 1929 with its headquarters in Minneapolis, Minnesota with around 3,164 banking offices in 25 states and 5,020 ATMs. It provides banking, investment, mortgage, trust, and payment services products to individuals, businesses, governmental entities, and other financial institutions.

Industry landscape

The banking and financial services industry is highly regulated and competitive. Amidst growing expectations from the customers in terms of seamless transactions and faster processing times, every bank is now trying to differentiate and go beyond automated banking. Banks are therefore looking to predict customer needs and grow more agile and offer a personalized user experience.

Customer challenges



Experience led with legacy system, changing customer and employee experiences



Slower time to market



Websites hosted on non-standardized technology



Velocity led due to longer time to market and no reusability

Wipro solution

Wipro leveraged its vast domain expertise and customer journey experience by:

- designing a new marketing website enabling dynamic targeting of online customers and facilitates multi product purchase and provided a rebranded, omni-channel experience by having all sites on the same platform, architecture and reusable framework
- enabling cross channel collaboration by seamless transition of leads from online to offline mode using analytics
- deploying a next-generation flexible and scalable mobile/digital banking sales platform with the best-in-class features and faster time-to-market capabilities

Business benefits

- US Bank ranked 1st along with 100% success rate among all the banks in “The Keynote Mobile Financial Services Performance Index – US”¹
- Enhancement of market share by 47%
- New platform provided superior customer experience which increased the product volumes and generated savings of 7% in 11 months
- 45+ websites delivered
- Customers are able to access their portfolio information 24*7 globally



1. <http://www.keynote.com/performance-indexes/mobile-financial-services-us> (Feb 05, 2017)

“US Bank was looking for a Digital Transformation partner and Wipro was a natural choice for us, because of their strong expertise and leadership position in the Digital transformation space. US Bank utilized Wipro’s Adobe Marketing Cloud capabilities and their Digital solutions that helped us engage better with our clients with better user interface websites and no loop –holes in security. Looking forward for more great partnership adventures. I want to take this moment and share my gratitude to all of you, for helping US Bank succeed.”

Tomislav Reil,
AVP, US Bank



Wipro Limited

Doddakannelli, Sarjapur Road,
Bangalore-560 035, India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

wipro.com

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
please write to us at
info@wipro.com

