

Case Study: Digital Transformation

Creating a seamless user experience through enhanced design and development



THE SELECT GROUP
A TECHNICAL SERVICES FIRM



Our account managers met with the senior director of the digital design team to identify the resources needed. Over time, TSG's support grew to encompass several digital initiatives over different lines of business.

- UX/UI Design
- Visual Design
- ABM/ATM
- Web Dev.
- Graphic Design
- Accessibility
- Mobile Dev.
- AODA Testers
- AEM Developers

Our client, one of the Big Five banks in Canada, understood innovation around the end user would allow for more market penetration. As a well-established force for global banking, they needed their brand to reflect this shift in adaptability towards a user-centric mindset. Through **strategic digital transformation initiatives**, our client sought to redesign their online, mobile, and ATM banking interfaces to better integrate with internal applications, and provide a smoother user experience for their customers.

Challenges

- Strong understanding of digital culture and creative minds required to comprehend the logic behind client's strategy.
- Needed to identify senior resources within tight budgets.
- Accessibility – government mandated via WCAG & AODA.
- Strong understanding of accessibility within the workplace, A/AA/AAA or AODA standards relevant to our market, understand guidelines for design or development.

Solutions

- Provided a team to drive digital strategy and innovation around UX and user interface (UI) for desktop, mobile, and ATM platforms.
- Built out a team of mobile designers to support various projects.
- Identified candidates with specific skill sets in niche markets, all with extensive experience.
- TSG holistically supported the client's hiring process, assisting in interviews and reviewing portfolios.

Results

- ✓ Kept the project on timeline and saved the client's hiring managers time by identifying candidates within a 2-3-day window.
- ✓ Redesigned the client's online banking, debit/credit card app, mobile banking, and commercial banking applications.
- ✓ Client gained confidence that TSG was a long-term partner. We won exclusive business moving forward with the entire team.