



CASE STUDY

Largest bank in SEA, DBS Bank chooses
i-exceed's Appzillon to develop Customer
Dashboard App

About DBS Bank

DBS bank is one of the leading financial service institutions in Asia. It is also the largest bank in SEA by assets and among the larger banks in the whole of Asia, with presence in China, Hong Kong, India, Indonesia and Singapore. The bank has won several awards such as Bank of the Year and Best Bank in Asia-Pacific.

In the process of improving workplace efficiency, the bank wanted an app for its relationship managers, which could help them access the latest information on client and bank's products, anytime and anywhere.

DBS Bank's Requirement

The bank's business managers required a single platform where all relevant customer information was available. Currently they had to sit at their desktops view the information accessing several databases to update themselves on clients they wanted to meet.

The solution was expected to:



Secure way of accessing information outside bank's network



Push notifications of updates in intranet



A unified design theme and integrated environment



Data access even with no Internet connectivity.



The ability to seamless work with existing backend systems

i-exceed's Solution

Using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP), Customer Dashboard App was built and deployed in very short timeframe. The app acted as a one stop portal to access customer banking and financial info.

The salient features of the customer dashboard application are:

- 

1
View data in table or graphical format and download reports
- 

2
Seamless integration with the core banking backend system
- 

3
Ability to work with intermittent internet connection
- 

4
Integration of the app with Good's MDM solution
- 

5
Supports the sales process by accessing latest customer information
- 

6
A unified design theme and integrated environment

Result

Business benefits of Customer Dashboard App:

RELATIONSHIP MANAGER

Generate reports and the ability to send it to clients

Research on client by the products they use and sell relevant products.

Increase in overall customer satisfaction, with a digital experience

BANK

Access to customer information anywhere, anytime

Expand reach with the same app, using it across multiple countries.

Cross-sell and up-sell products with access to latest banking information

Enhance customer service and improved customer experience with digital tools



About i-exceed

i-exceed technology solutions is a niche technology products company with primary focus on the financial services industry.

Appzillon, the flagship product, consists of Appzillon Development Platform and Appzillon Digital Banking Suite. The development platform enables rapid delivery of cross-channel applications using a unique automated process. The digital banking suite consists of pre-built solutions that enable banks to offer end-to-end digital experience for their end customers and internal users.

Appzillon is powering over 25 financial institutions worldwide and is recognized as a key player in the MADP and adjacent markets by Gartner.

