

Hong Kong

Wealth Management

# KICKSTARTING AGILE JOURNEY: FROM INSIGHTS TO INNOVATION

Creating a unique, customer-first digital  
wealth platform



## AT A GLANCE

### Challenges

- Business priorities weren't defined
- Product direction & vision were misligned

### Outcomes

- Shortened feedback loop
- Reduced dependencies
- Trained over 80 staff

## OBJECTIVES

The organisation was quite ambitious in wanting to create a unique online wealth management platform, for their local customers in Hong Kong.

A platform which would allow an integrated, seamless and enhanced experience for their stakeholders, whilst delivering the right product market fit.

## CHALLENGE

The challenges lay in the current ways of working and organisation's culture:

- Traditional way of working could not keep up with fast changing business needs
- Product direction and vision was not aligned across the business
- Communication and alignment across departments was weak
- Priorities were not aligned to maximising business value

## OUTCOMES

### One

Digital product built and tested in five days

### Two

Shortened feedback loop by 600%

### Three

Reduced concurrent projects by 400%

### Four

Trained over 80 employees

