

Singapore

Private Bank

# DIGITAL TRANSFORMATION & CUSTOMER EXPERIENCE PROGRAMME

Employing Agility and digitalising to deliver  
new products faster



## AT A GLANCE

### Challenges

- Time to market of 18 months
- Not customer-centric
- No innovation culture

### Outcomes

- More than 200 trained in Agile
- Inculcated innovative culture
- Delivered MVP in 4 months

## OBJECTIVES

A leading global private bank with 7,000 employees in 21 countries, managing close to €385 billion worth of assets.

Driven by increasing customer demand, as well as the industrial shift to 'go digital', the bank identified the urgency to digitalise its offers and become faster in new product delivery.

## CHALLENGE

The organisation was working in silos with a lack of collaboration between business and IT. Moreover, the IT team was using waterfall approach with a time to market of 18 months.

People had no experience in developing digital applications and were not customer-centric. The company was lacking an innovation culture and agile practices.

The teams were distributed between Singapore, Chennai and Paris.

## OUTCOMES

### One

Established an Innovation process and set up a Digital Lab to foster creativity

### Two

Structured an Agile organization with adapted governance and new roles

### Three

Trained more than 200 people on new ways of working and mindset

### Four

Delivered the first MVPs in 4 months and launched new client digital applications in 10 markets

### Five

Organized an incremental delivery driven by business value with a time to market reduced to 6 months

