

Meet the Spanish Bank That's a Leader in Finance and Mobility

"We chose to work with Aptelligent because they're innovative and gave us the necessary tools to monitor our customers' experiences."

TECHNICAL ARCHITECT AT LEADING SPANISH BANK

This Spanish bank has been a leader in European banking for over 50 years and is one of Spain's top commercial financial institutions, with over 500 branches nationwide. It also recently expanded its footprint abroad with the acquisition of over 80 locations across Portugal. Year after year, it is recognized for meeting standards of excellence across the board. It's only one of two companies to be on the London Stock Exchange's prestigious FTSE4Good equity index since its inception.

Spain has one of the highest levels of mobile penetration in Europe, with smartphone owners making up over 55% of the national population. This has revolutionized nearly every aspect of daily life. In light of this important trend, the bank recognized that its customers need their banking to work for them and not the other way around – and this meant taking advantage of mobile.

The Challenge

While it is a well-established bank, its founding charter is to be a leader of new ideas. To sync with its customers' mobile lifestyle, it released a personal banking app. As is common with most new mobile technologies, the initial app came out to the market with lower user ratings than they had hoped for.

Further complicating things, the bank had a variety of user personas to contend with. Although an impressive 50% of its customers had adopted mobile, the remainder were still banking on their computers via a web browser. The mobile development and customer team needed better end user intelligence so they could easily understand how to enrich the mobile experience to help it achieve parity with – or even surpass – the web experience.

The team also needed a solution that would help them maintain the stringent security measures that banking requires. As they prepared to launch a revamped version of the

WHY APTELIGENT?

This bank evaluated other solutions but selected Aptelligent because of its:

- Innovative customer experience monitoring tools
- Speed of implementation
- Ease of collaboration

mobile app, they knew that really understanding the user experience was crucial. Most importantly, given the rapid development and ease of updates, they had decided they needed to adopt a hybrid architecture with an important native development. Hybrid is defined as a web app, primarily built using HTML5 and JavaScript, that is then wrapped inside a thin native container that provides access to native platform features.

The Solution

The Banks' Technical Architect summed it up simply:

"Aptelligent allows us to fully understand the user experience."

The bank relies on Aptelligent for features including:

Business Transactions:

By completely understanding the user experience, the bank can optimize the app to fit in with its customers' lifestyles. Aptelligent allows the app team to analyze and focus on specific business transactions or key user workflows, from mobile deposit to bill paying. With Business Transactions, the team was able to understand the financial impact of these important workflows. They can also make sure that they're preserving the stringent security measures required when it comes to managing people's money, without sacrificing a seamless user experience.

Hybrid App monitoring:

The bank has roughly a 50/50 split between Android and iOS users. To provide the best user experience, they rely on a mix of both native and hybrid technology. Developing a seamless experience was especially proving to be difficult with the Android OS, but once they deployed the Aptelligent SDK, issues were immediately identified through realtime device feedback. Using this feature, a native agent automatically tracks performance issues, and diagnostic data across all parts of the hybrid app - condensing the native and hybrid components into one digestible view

The Results

Armed with Aptelligent's mobile app intelligence, the bank is able to offer customers a version of banking that fits into their mobile or digital lifestyle. The team can now proactively make improvements and fix problems before they even affect the end user. When a customer does have a problem, they can call the help desk and receive immediate, tailored advice. Aptelligent gives the customer service agent all the information needed to address the customer's mobile app issue. The IT team can then identify if this is an isolated incident, or something that needs wider attention.

The bank's investment in mobile banking paid off. By equipping themselves with the right intelligence and taking the time to analyze the mobile experience, the release of the new-and-improved app was a great success. They saw customer adoption skyrocket, and now the bank has over 200,000 happy mobile users. Its mobile offerings have been a major selling point for new customers. As the Technical Architect summed it up, "Aptelligent is a necessary piece of our mobile architecture."

ABOUT APTELLIGENT

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at www.apelligent.com.