



Case Study

What matters to this Australian super fund: Redefining customer care with a user-centric mobile platform

Do what matters

An Australian super fund wanted to level up its mobile app experience to better connect with its members and support its digital transformation goals. Facing rising operational costs and growing member expectations, the fund partnered with Avanade to reimagine its mobile platform. In just nine weeks, a strategic roadmap and proof-of-concept app were developed, introducing features like Single Sign-On, a new Help Center and easier account tracking. The results? A major boost in member engagement, plus stronger growth in funds under management. By modernizing the mobile experience, the team set the foundation for a broader digital-first strategy — without losing the personal touch that matters most to its members.

Inspiring change: Strategizing a digital approach

This leading Australian wealth management firm sought to modernize its mobile app customer experience. Leaders wanted to enhance member engagement and support its long-term digital transformation goals amid a highly-regulated environment. Specifically, the refreshed mobile app needed to be the cornerstone of the firm's brand campaign, positioning it as a digital-first, but not digital-only service provider. Managing a superannuation/pension fund of this scale presented unique complexities, including regulatory pressures and increasing costs for member services. The firm recognized its existing mobile platform was not equipped to keep up with evolving member needs nor the organization's digital ambitions.

Members were facing challenges with app navigation, limited features and a lack of self-service options, leading to higher operational costs, particularly in the contact center. To remain competitive and deliver on the promise of a streamlined digital experience, the firm needed a clear, strategic approach for its mobile platform modernization. The goal was to develop a future-state mobile app that would set the foundation for digital initiatives. It turned to Avanade to help craft a comprehensive roadmap and technical architecture that would drive significant value both for members and the business.

Driving innovation: Crafting a roadmap for success

Our approach involved a rapid, nine-week discovery phase to assess the current state of the mobile platform. We collaborated to develop a detailed interim architecture

Country: Australia

Company Size: ~2,500 employees

Industry: Financial Services

design and delivery roadmap. This included comprehensive business value documentation to ensure alignment with the firm's strategic goals.

A key component of the solution was the development of a proof-of-concept (POC) mobile app showcasing potential new features and functionality. This also helped identify and address technical complexities early on, particularly those related to authentication. Additional features and improvements in the updated app include:

- **Single Sign-On (SSO):** Allowing seamless access to the app without requiring multiple logins, reducing bounce rates and improving user retention.
- **Help Center:** Enhancing self-service options for members by providing a comprehensive help section.
- **Balance over time:** Designed to help members visualize contributions and understand the value growth toward retirement.
- **Redesigned transaction views:** Facilitating customers' understanding and tracking of account activity.

The solution emphasized scalability, with the potential for integrating the mobile platform into a broader omni-channel experience, including web and other digital touchpoints.

Achieving what matters: Empowering members via modernization

Our partnership led to a clear and actionable architecture for the firm, navigating the complexities associated with how to progress its mobile platform modernization. We supported the team on its "digital-first, but not digital-only" ambition, setting the foundations for the future mobile strategy.

The revamped app delivered measurable outcomes:

- **Increased member adoption:** The improved user experience, powered by new features like SSO and self-service options, led to a significant boost in member engagement.

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- **Cost savings:** Operational efficiencies were achieved through reduced reliance on contact center support, with cost savings equivalent to the workload of up to eight full-time employees (FTEs). And, the app's new self-service features and easier navigation cut down on member inquiries, freeing up resources and allowing the firm to focus on more complex service needs.
- **Funds under management growth:** The enhanced mobile app contributed to improved member satisfaction, driving higher retention rates and growth in funds under management.

By guiding the wealth management firm to define a program stream — and under tight constraints, at that — we accelerated the execution of its mobile platform modernization. We helped ensure that future initiatives, such as web platform enhancements, are seamlessly integrated into the broader digital strategy, supporting the firm's digital ambitions amid the rapidly-evolving financial services landscape.



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About Avanade

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