



CASE STUDY

U.S. bank helps improve the financial wellness of 3.6 million Americans

A new service supported by Microsoft Azure sparks a new movement in financial confidence

Well-being is not limited to diet and exercise. Recently, there have been numerous studies exploring the link between financial confidence and life satisfaction. They all reveal that across income levels, the more on track people's finances are, the less stressed they are. Inspired by this thinking and the book "8 Pillars of Financial Greatness", a large U.S. bank wanted to help people understand what it means to be fiscally aware and how they can achieve financial confidence.

Situation:
Public awareness campaign needs a scalable solution

In the wake of a series of banking crises, a leading U.S. bank wanted to position itself as a trusted player in the banking industry. It believed that it could make a difference in the community by shedding light on what it knows about finance and fiscal responsibility. The bank basically wanted to transfer its insight and knowledge to the public – free of charge. The question was how to implement the idea.

A digital platform was the obvious choice, but the bank needed help building a solution that could scale to the large number of site visitors at any given time. The bank identified a major upcoming U.S. sporting event as the perfect occasion for reaching a massive number of consumers from a variety of social and economic backgrounds. This meant that the site had to be built quickly and had to support the expected spikes in traffic surrounding the campaign's launch.

After struggling with a previous partner to create a workable solution, the company sought the technical expertise of Avanade to help it build the custom website ahead of the launch of its new campaign.

Solution:
Open source CMS platform hosted on Microsoft Azure

Avanade built a custom and secure website on the Umbraco platform, Microsoft's open source content management system, which offered flexibility and intuitive experiences at a low cost. We also worked with a third-party design studio to develop the site's initial look and feel.

Hosting the solution on the Microsoft Azure cloud platform supports the fluctuations in traffic – a critical requirement for targeted marketing initiatives, including the initial launch and, most recently, during a global sporting event. Avanade also provided managed services to ensure continuous site availability and performance for users whenever they seek information – an integral feature for building confidence and loyalty.

As the bank's so-called "movement" grew, we continued to enhance the layout, functionality and features of the site. It now presents a more interactive, gamified learning experience, offering users a fun way to see how their finances measure up and what steps they should take to improve their situation.

CASE STUDY

U.S. bank helps improve the financial wellness of 3.6 million Americans

Results: Free financial guidance gives users confidence to achieve their goals

The platform easily scaled to the heavy site traffic, which at times reached five times the average number of users. Within an hour after the campaign's ads premiered, around 31,000 people visited the site. Three weeks later, that number increased 15%. Today, there are over 3.6 million users relying on the site to steer them toward financial wellness. The bank is currently on track to meet its goal of 5 million users in five years.

Although this project was a purely philanthropic effort, the bank unexpectedly experienced a number of business benefits:

- Increased brand awareness and loyalty
- Program expansion, targeting businesses with programs that help employees with financial advice, stability and freedom
- Options to leverage data and insights for future growth in banking revenues

But the biggest benefit is undoubtedly the opportunity for millions of Americans to achieve financial stability and confidence at no cost. One father's newly discovered confidence allowed him to make college a reality for his son. A mother was able to find a way to support her son's passion for playing travel baseball. A family of four learned how to set a vacation budget and stick to it. A bride got her dream wedding. A family found a way fit a "Just for Fun" category into their finances. And countless people across the country were finally able to purchase a home.

By providing new functions and service, our partnership has helped drive the growth of the bank's movement. Avanade will continue to work with the bank to explore ways to capitalize on the site's success.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

©2018 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com