

## Case Study

# Industry: Finance



### Client

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The customer is one of the largest private sector banks in India offering the entire spectrum of financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses.

### Executive Summary

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The customer expanded their portfolio by adding securities and sales of their financial products. Envisaging the growth, they added a wide variety of financial products in their offerings. In order to cater a large pool of clients, they wanted an exclusive website to showcase their financial offerings.

Synergy Technology Services, having worked closely with a number of clients in BFSI domain was given the opportunity for developing a website for the customer.

### Solution

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The customer aimed at becoming a leading player in retail broking, to aid them in their vision they required a website that would serve their business goals and ensure their clients reaped benefits.

- + Developed a website consisting of admin panels and employee login features.
- + Admin panel contains provision to add, edit or delete products, customer portfolio and norms.
- + Website showcases their products and services.
- + Developed branch locator to help their clients locate them easily and quickly.
- + Modified the careers section to accommodate new openings and opportunities.

### Challenges

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- + Time critical delivery.

### Business Impacts

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- + A comprehensive website to showcase their products and corporate use as well.
- + Enabling innovative sale, productivity and process efficiency.

For more information, please contact [info@sts.in](mailto:info@sts.in)

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