



CASE STUDY

INDUSTRY:

FINANCE

**BUSINESS SOLUTIONS
DELIVERED**



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CLIENT

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. (NYSE:MHP), is the world's foremost provider of credit ratings.

EXECUTIVE SUMMARY

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

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

- Time critical delivery.

BUSINESS IMPACTS

- 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

www.stspl.com

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