



Enhancing Banking Efficiency with Progress® Sitefinity® and Progress® Sitefinity Insight®

AT A GLANCE



DSK Bank leverages Progress® Sitefinity® to streamline marketing operations and improve customer experiences. The platform enables seamless updates and integration with internal systems, meanwhile Progress® Sitefinity Insight® provides advanced analytics, both saving significant time for marketing and IT teams and enhancing operational efficiency.

COMPANY
DSK Bank

INDUSTRY
Banking & Finance

PRODUCT
Progress® Sitefinity®
Progress® Sitefinity Insight®

COUNTRY
Bulgaria

Challenge

DSK Bank's internal systems lacked the tools for handling customer applications efficiently, leading to manual processing, slow response times and delays in implementing web updates.

"The flexibility that comes with Sitefinity allows us to make daily updates without developer support, saving us hours every week."

Stela Toneva
Digital Marketing Team Leader, DSK Bank

Solution



Integrated Sitefinity with internal systems for automated form handling and faster processing.



Enabled marketing to create and update content without developer assistance.



Utilized Sitefinity Insight for advanced analytics and A/B testing to optimize customer journeys.

Results



Saved hours weekly for both marketing and IT teams through real-time updates and automation.



Gained deeper insights into customer behavior with the advanced analytics of Sitefinity Insight.



Improved operational efficiency by automating application processing through system integration.



Discover how Progress Sitefinity can transform your business operations. **Learn more today.**