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

CASE STUDY

dsk bank
otp group

INDUSTRY
Banking & Finance

PRODUCT
Progress® Sitefinity®
Progress® Sitefinity Insight®

COUNTRY
Bulgaria

SUMMARY
DSK Bank leverages Progress® Sitefinity® to optimize its marketing operations and enhance customer experiences. The platform's flexibility enables seamless updates, efficient form processing and integration with internal systems, significantly saving time for both marketing and IT teams. In addition, Progress® Sitefinity Insight® provides actionable analytics, helping the bank refine campaigns and track conversions effectively.

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>
> **Stela Toneva**
> Digital Marketing Team Leader, DSK Bank

Challenge

DSK Bank, the leading retail bank in Bulgaria, part of the internationally renowned OTP Group, needed a robust content and experience management system to support its marketing operations and customer interactions. The bank's internal systems lacked functionalities for handling customer applications, such as loan requests and financial consultations, which required manual processing.

This inefficiency hindered response times and increased the workload for IT and technical support resources. Moreover, the marketing team faced delays in implementing web updates, often having to request them a week or more in advance so that developers could pick them up, leading to delayed campaigns and missed opportunities.

Solution

In 2016, DSK Bank adopted Progress Sitefinity to streamline its processes and empower its marketing team. In fact, just two people of the marketing team are enough to handle the work with Sitefinity, illustrating the platform's ease of use and flexibility. The multi-site mode of Sitefinity allows DSK to manage its main website and affiliated businesses through a single installation, maintaining consistent branding and operational efficiency.

The platform integrates seamlessly with the bank's internal systems, including the ticketing system and call center, further enhancing their customers' experience. This integration enables automated handling of form submissions, allowing back-office teams to process applications faster and more accurately. Marketing professionals now create landing pages and content without developer assistance, making real-time updates and significantly faster time to launch possible.

"The flexibility that comes with Sitefinity allows us to make daily updates without developer support, saving us hours every week," said Stela Toneva, Digital Marketing Team Leader, DSK Bank. "Sitefinity Insight simplifies our analytics work and helps us optimize customer journeys, making our marketing campaigns more effective and our team's impact more visible," she added.

DSK uses Sitefinity Insight to optimize customer journeys. Features like A/B testing help the team choose the most effective creatives and forms, while advanced analytics track conversions, content engagement, campaign attribution and customer behavior. This data-driven approach enables precise targeting and better decision-making.

Results

Since implementing Sitefinity, DSK Bank has achieved significant improvements in efficiency and performance:

- **Time Savings:** Both the marketing and IT teams save hours every week. Real-time updates eliminate delays and automated form processing reduces manual effort.
- **Enhanced Flexibility:** Changes to the website can be made daily without developer support, enabling much faster content and campaign rollouts.

- **Improved Analytics:** The user-friendly interface of Sitefinity Insight outperforms traditional analytics and customer data management tools, offering deeper insights into customer journeys and conversions.
- **Operational Efficiency:** Integration with internal systems provides smooth application handling, from submission to processing.

Looking ahead, DSK plans to leverage the AI capabilities of Sitefinity for introducing chatbots, customer profiling and risk assessment. These features will further enhance personalization and operational efficiency.

About DSK Bank

A long-standing leader in retail banking, DSK Bank has established its firm position in both private and corporate banking. The bank has the largest number of clients in the country and is a leader by trust amongst financial services users.

As a modern company with a long-term strategy for growth and progress in the large-scale digital transformation of its business, the bank invests in the development of innovative offices, modern products and personalized services for its clients.

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

About Progress

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