

Financial Services Portal Solution

A major financial group required a unified web solution to represent various verticals of their services in a unique yet visually harmonized web presence. The group required a solution that brought together their insurance, financial, investment banking, stock and portfolio management services under a unified banner while keeping a unified environment within the solution. The delivered solution included a parent portal that draws on five sub portals to provide the client with a solution that gives the user an experience that all services are branches of the same organization.

The Challenge

The financial group runs each group company on an independent model while using a centralized marketing department to coordinate output to the public sphere. The marketing department faced a struggle in unifying campaigns for various departments while meeting the exact requirements of each department and the guidelines provided by the central company control. As each department works on their own; their marketing efforts were disjointed while marketing was unable to deliver a unified strategy for centralized marketing. Their previous online solution did not cater to all departments and was limited to providing limited back-end services.

How Creative Chaos Helped

Creative Chaos took on the challenge of integrating all back-end services while providing the user an experience that they felt they were part of the group, regardless of the company portal they were present on. By conceptualizing and proposing a solution that used an umbrella portal to represent the entire organization, the parent portal was designed to only carry information and represent updates on departmental sub portals. The sub portals were complete web solution in their own right but carry a distinct flavor of the parent portal. By actively encouraging cross departmental information, customers' interest in cross sold products has increased dramatically.

The initial phase of the project included complete branding for the groups' portal. The design was then given unique characteristics for each company as well as the parent portal. While the feel of each portal was similar, design elements were changed to represent the unique brand identity and brand equity requirement of each group company.

The second phase included a parallel process, while one team focused on website architecture development, another team was deployed to integrate several back-end application and some third party API's. Skins for each external component were developed. External, dynamic data was represented within the website, giving the user a complete experience within the portal.

Using a rapid development model Creative Chaos (Pvt.) Limited was able to deliver the entire solution within 4 months, with a portal being launched, live, every 3 weeks. Each launch would be accompanied by extensive quality analysis and revisions from the client.

The final solution has provided the marketing department with the tools required to leverage values from various verticals to present the best sales case for the organization. The management is also able to gauge the interest each department generates while the organization is able to have a web presence that matches their brand image and prestige.



Creative Chaos (Pvt.) Ltd. specializes in providing customized technology solutions. Our eclectic client base spans a number of industry verticals across the globe, a distinction that places us amongst the leading technology players in Pakistan.