

Bank of Ireland

Company: Bank of Ireland

Industry: Financial Services

Headquarters: Dublin, Republic of Ireland

Solution

- EMC Consulting created a strategic e-commerce platform for multiple channels and brands
- The solution was delivered at a highly competitive fee by partnering with offshore developers
- The direct customer website was re-branded and completely revised to deliver an effective channel for direct customers

Deployment Environment

- Microsoft .NET
- Microsoft BizTalk Server®
- Microsoft SQL Server®

Offshore development solution enables Bank of Ireland to deliver pioneering online solutions

Company Profile

The Bank of Ireland (BoI) is the largest Irish bank with a workforce of over 16,000 and clients around the world. The bank established its pioneering credentials in 1999 when it launched a website offering innovative online mortgage application functionality.

Challenge

In recent years, BoI found itself being overtaken in the online mortgage marketplace. Its legacy systems were struggling and the bank identified the need for a long-term solution based around a strong online presence and a multi-brand strategy to increase direct business.

Solution

In close collaboration with iQuest (its offshore development partners), EMC® Consulting,* part of EMC Global Services, BoI set about building a strategic e-commerce platform for multiple channels and brands. This platform was designed to integrate with a wide range of other systems—including broker systems.

iQuest developers initially worked in the UK alongside EMC Consulting technical and business resources but, as the project progressed, the team moved back to Romania. A high degree of transparency and constant communication between EMC and iQuest teams ensured the smooth progress and delivery of this complex project.

Highlights

- Highly competitive project pricing enabled by the off-shoring process managed by EMC Consulting
- Improved sales and customer service enabled by offering browser access to the call centre for telephone illustrations
- Enhanced flexibility offered by the ability to add new call centres and brands to the Mortgage Trading Exchange (MTE)
- Intermediaries able to pre-populate an application from data already collected in other legacy systems
- “Buy to Let” portfolio management enables customers to set up multiple mortgages for multiple properties more easily

Results

EMC Consulting and iQuest created a strategic channel at the core of the bank’s mortgage lending business. This has enabled BoI to enhance profitability and reduce customer acquisition costs. With over 20,000 brokers registered and regularly using the site, 75% of intermediary business is now received electronically. Brokers have more immediate access to application procedures and are able to view the progress of a case online throughout its life. The direct customer website (www.bristolwest.co.uk) has been re-branded and completely revised to provide an effective channel for direct customers.

* EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

“In 25 years in IT, I have never worked before on a project where the business said how pleased they were with the developers.”

Alison O’Regan
Project Manager, Bank of Ireland

