

# Digital banking platform launches in time to address usage surge



## Opportunity

The Bank of the Philippine Islands wanted a seamless digital banking platform to improve customer experience across their online and mobile channels.

At the time of the coronavirus pandemic, the system in place had to be ready to support BPI's customers as they became more reliant on online banking.



## Imagining IT Differently

The Bank of the Philippine Islands partnered with Mobiquity - Hexaware's Customer Experience Transformation Service Line.

For the solution, Mobiquity partnered with Backbase to re-platform the bank's web and mobile infrastructure, enabling the bank to offer important new tools to customers. From biometric login to digital wallets, these features empowered Filipinos to bank however they wanted, wherever they were.

The minimum viable product was delivered in just six months and was followed by an incremental rollout of new features from 2017 through the current period.



## Future Made Possible

Customer adoption is the real indicator of success.

- Before the pandemic, about 40% of BPI transactions were digital, and that rose to 90%.
- With new revenue streams enabled by the platform, online and mobile banking platforms earned around 326 million Philippine Pesos from transactions done in the year 2020.

This partnership with Hexaware and Mobiquity, according to ISG, exemplifies the value of customer experience and its role in a digital operation model for an enterprise.



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