



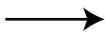
Linakis  
digital

# The new awesome alpha.gr banking portal

A case study by **Linakis Digital**



# About Alpha Bank



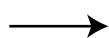
**Alpha Bank is one of the largest Greek banks of the private sector**, with a wide Network of over 1,000 service points in Greece and one of the highest capital adequacy ratios in Europe.

Alpha Bank belongs to the **Alpha Bank Group**, one of the leading private financial Groups, with a very strong domestic and international presence.

The Group offers a wide range of high-quality financial products and services, including retail banking, medium and large business banking, asset management and private banking, distribution of insurance products, investment banking, brokerage and real estate management.



# Alpha Bank's vision

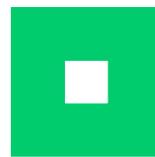
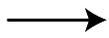


Alpha Bank, is on an aggressive Digital Transformation journey towards becoming one of the **most digitally advanced banks in Greece**, making more than 80% of its products and services also available through online channels.

During the last two years (2017-2018) the number of active e-banking users for the entire Greek banking market has exceeded 3 million, (i.e. 65% of the economically active population). Taking into consideration that Greek consumers are increasingly interested in digital banking services, Alpha Bank identified the need to **create a new digital ecosystem to dramatically improve the customer experience, fulfilling its vision to make banking personal.**



# The added value approach of Linakis Digital



## Forming the Digital Strategy

In order for the bank to deliver a more relevant, personalized experience to all its visitors, Linakis Digital unified 15 different pre-existing websites & microsites and created **one gateway for all the bank's e-services**.

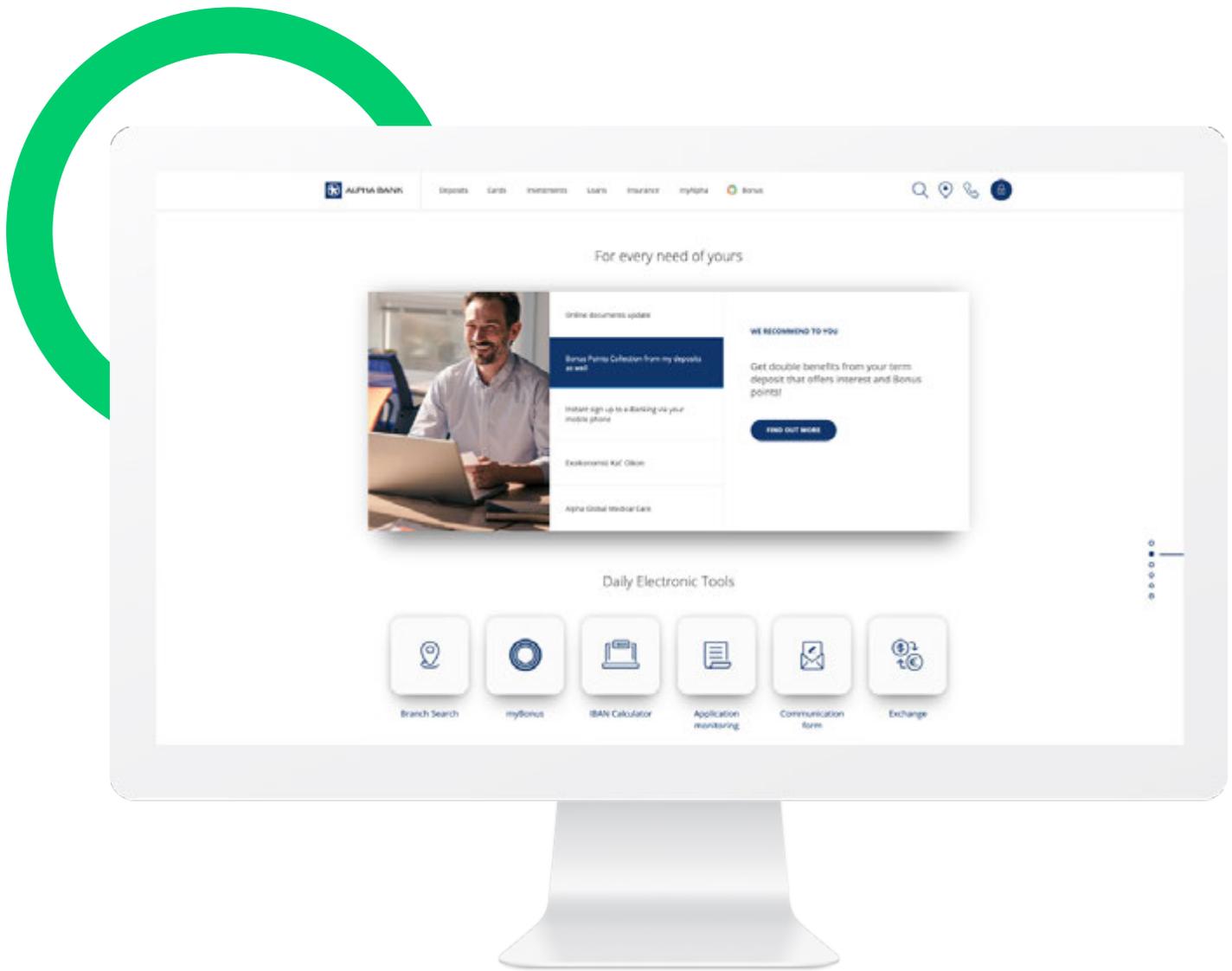
Moreover, this consolidation aimed at **making management more efficient, decreasing complexity and increasing flexibility, while improving the customer experience**.

## Incorporating Service Design

Linakis Digital conducted a **full-scale Service Design process** which spanned more than 15 of the Bank's divisions.

We held several **Stakeholder Workshops & Interviews** with C-Level executives, Product owners, Business unit directors, etc, we conducted extensive **User Research** via interviews and visits to the Bank's physical locations, we did extensive **Desk Research and Data analysis** by studying the local and international competition, looking at internal marketing material, analyzing the traffic of the pre-existing website and reading several relevant **whitepapers and studies** about the Banking industry, Fintechs, Technology Trends, etc.

We also **catalogued all Interaction points** of the end Users with the website and formed a **detailed Service Design Blueprint**.



## Creating user-centered IA

After concluding the above **Discovery Phase**, we designed the optimal user flows which lead to a completely new set of user journeys across the entire website. We set clear **Goals, Outcomes and Key Performance Indicators (KPIs)** for the entire website.

This led to a new **optimized, user-centric, needs-based, goals-driven Information Architecture** ensuring an easy-to-use navigation capable of hiding from the user's sight the complexity arising by the bank's various departments.

## Designing the new modern digital profile

Based on the findings of the UX Research, **an open, simple, clear and modular visual language** was designed for the Bank's digital properties.

The visualization of the new alpha.gr was designed to convey **transparency, simplicity and sincerity**, combining the bank's core values with its new modern digital profile.

# Linakis Digital Technological Approach



## Maximum Security, Performance & Scalability

The new alpha.gr has been implemented in such a way that, through a single integrated environment, it interconnects with several of the bank's back-end systems. Everything in alpha.gr has been designed and built with **security, scalability and performance** in mind.

## Best-of-breed-technology



The **Sitecore Customer Experience platform**, which currently ranks amongst the top 3 CMS and CXM platforms worldwide (Gartner Magic Quadrant for 2019), was used as the infrastructure upon which the Development, UAT, Staging, Production and Disaster Recovery environments were built.



Moreover, the **Microsoft Azure Streaming Services** platform was utilized for the encoding and streaming of the site's video content.



Foreign Exchange  
Rates



Tools from Asset  
Management  
AEDAK



Plan your pension



Calculate the  
studies of your  
children



Investment gu

## Context Marketing and Personalization

The groundwork has been set in every aspect of the website allowing for a **fully personalized offering to be provided to the Bank's visitors.**

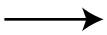
Several **intelligent Context Marketing mechanisms** have been prepared, in order to offer the visitor targeted information about the products and services that really interest him/her, thus creating the appropriate climate for **converting the visitor into a customer** of the Bank.

Such mechanisms include:

- **Rules-based personalization** via simple "Digital Fingerprint" data and demographics such as the Language, the location, the device, the number of previous visits, etc.
- Value scoring through Sitecore's **Engagement Value scoring** system. This allows the bank's marketing department to associate general analytics and marketing campaigns with the produced value, rationalizing its marketing spending.
- **Goals and Outcomes** are set throughout the site so that conversions can be monitored and combined with other analytics data.
- **Profile Keys** and **Pattern Cards** are used to **identify and segment users.** This segmentation will allow for more personalization options.
- **A/B Tests** may be deployed across the site in order to understand the visitor's preferences with regards to the "language" of communication.
- Sitecore Web Forms for Marketers has been used for all web forms of the site. This allows content editors to quickly combine existing elements and **build new forms.**
- **Automation plans** have been deployed which allow Alpha Bank to trigger dormant visitors and bring them back to the website in order to continue their journey towards goal conversion.



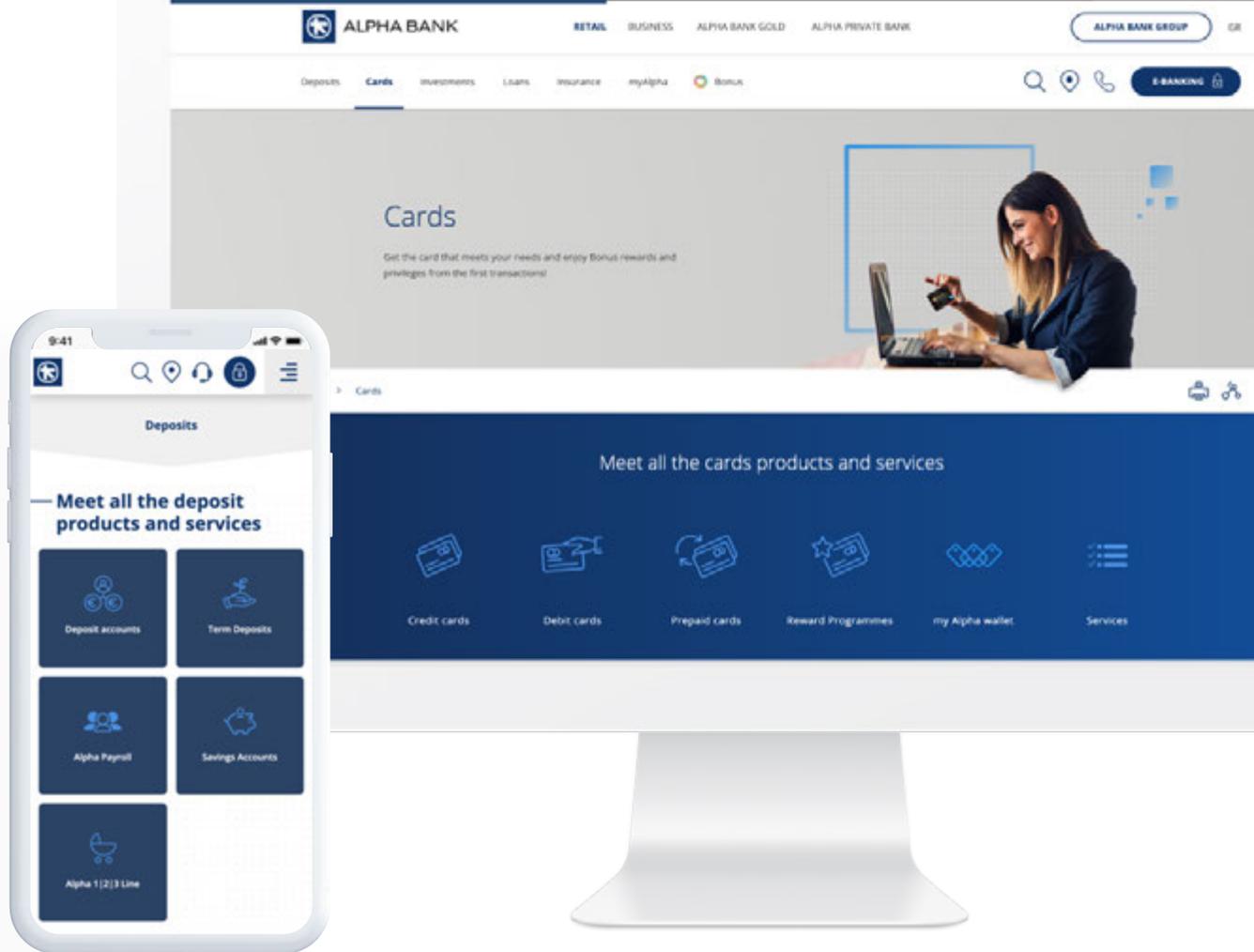
# Benefits gained



## Enriched customer experience

Linakis Digital developed several functional and easy-to-use tools and calculators, such as:

- ▲ **Multi-login** form, which allows connection to all the services provided by Alpha Bank.
- ▲ **Calculators** for loans, cards and several other products, that give the possibility to the end user to compare and select the one more suitable for him/her.
- ▲ **Application Forms** linked to the backend system of the bank, as well as an extensive set of wizards, widgets and tools such as:
  - the “Alpha Bonus” loyalty system
  - the product comparison gallery
  - the product application forms, etc.



### ▲ Mobile Friendly

Customers are increasingly using mobile for their interactions with the banks. Consequently, the new website was designed to be completely adaptive to mobile devices, delivering a **significantly improved experience for mobile customers**, ensuring that the right content and structure is delivered to the appropriate visitor, device and browser.

### ▲ Accessibility to all

Furthermore, the website was designed according to Web Content Accessibility Guidelines (WCAG), allowing persons with special needs, including the visually impaired, to fully use the website with ease.

### ▲ Functional modules

In addition, we have developed the site in such a way as to allow Content Editors to create new functional modules from a combination of existing modules, via Sitecore's Experience Editor. A full preview of the website is available before any content is published to the internet.

Moreover, **roles-based security**, access rights to the content and **workflows** are extensively used, allowing for safe publishing of new content to the Internet.

### ▲ Top rankings for online visibility

Special emphasis has been given to the **highest performance** of the site, regarding **Search Engine Optimization (SEO)**, following strict and highly specialized technical specifications and best practices for the readability of content by search engines worldwide.

# Delivered results



The key achievements of Alpha Bank's new website are:



## Increased sales

over the internet through a more comprehensible website and innovative tools that we have included.



## Reduced customer support costs

as well as customer service costs by integrating online application forms for the user to start and complete most of the applications through the website.



## Optimized SEO

resulting from the consolidation of many different competing microsites in terms of keyword density, to a unified ecosystem.

*"We would like to thank Linakis Digital for the excellent work in the design and development of Alpha Bank's new corporate website, based on a powerful and leading-edge digital experience platform. By exploiting the intuitive features of Sitecore, Alpha Bank makes the first step towards transforming customer interactions to meaningful and personalised digital experiences. The end-result makes us proud."*

**Kyriaki Ch. Inempolidi**  
*Manager of Marketing and Public Relations Division, Alpha Bank*



## Personalized content

capability since the platform offers the ability to collect data according to the behaviour and the user's navigation on the site.



## Reduced operation costs

since administrators can create new types of pages without the need of developers, thanks to Sitecores' modular architecture. Moreover Sitecores' out-of-the-box workflow functionality allows for fine-grained control over content, which is a must for any company in the banking sector.

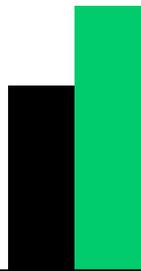
# Results in numbers

During the first trimester after its launch, compared to last year's corresponding period, the site has achieved:



**+20%**

Increase of web banking  
active users



**+40%**

Visits increase



**+235%**

views increase



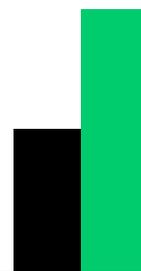
**+115%**

Average time spent  
per visit



**+140%**

N° of pages  
per visit

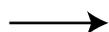


**+90%**

Increase of mobile  
users

Visit [alpha.gr](http://alpha.gr)

# About Linakis Digital



Linakis Digital is an **internationally awarded digital agency**, based in Athens, Greece, with 14 years of experience in handling some of the most inspiring digital transformation projects.

We provide **world class user experience and digitalization services**, that include digital strategy & consulting, UX & UI service design, website & mobile applications development.

We have a **diverse portfolio of projects for leading domestic and international accounts**, in various industries such as **banking, airlines, tourism, insurance, telecoms and pharmaceuticals**. Some of our top accounts are Eurobank, Alpha Bank, Piraeus Bank, Olympic Air, Aegean Airlines, Hertz, Saudi Arabia British Bank (SABB), Discover Greece, Grecotel Hotels & Resorts, Cosmote (Deutsche Telekom), Bayer, etc.

We take great pride in offering the highest level of service to our customers, a business value which is clearly underlined by the growing list of important clients and

the **95% customer satisfaction rate**, reported in our online survey. **We comply with the ISO21500 project management standard** as part of our commitment to always deliver top quality services within time and budget.

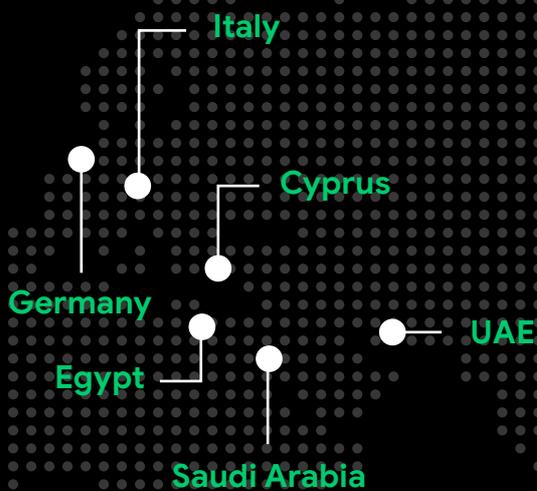
We are a **Sitecore Gold Implementation Partner, a Kentico Bronze Partner and a Microsoft Silver Partner for Cloud Services**. A result of our strategic decision to invest in acquiring knowledge and know-how in platforms and digital ecosystems which can cater for even the most advanced of our client's needs.

The numerous distinctions held in domestic, european and international creative and digital awards, offer the endorsement a company needs to have to choose a partner.

If you would like to know more **contact us**

**[sales@linakis.com](mailto:sales@linakis.com)**

# International Experience



## Digital & Design Awards



4

Sitecore Experience Awards



1

Business IT Excellence Award



3

WebX Awards



17

EBGE design awards



35

Ermis awards



1

D&AD award



5

Red Dot design awards



1

German Design award



10

European Design awards



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