

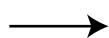


Linakis
digital

Eurobank's amazing new website.

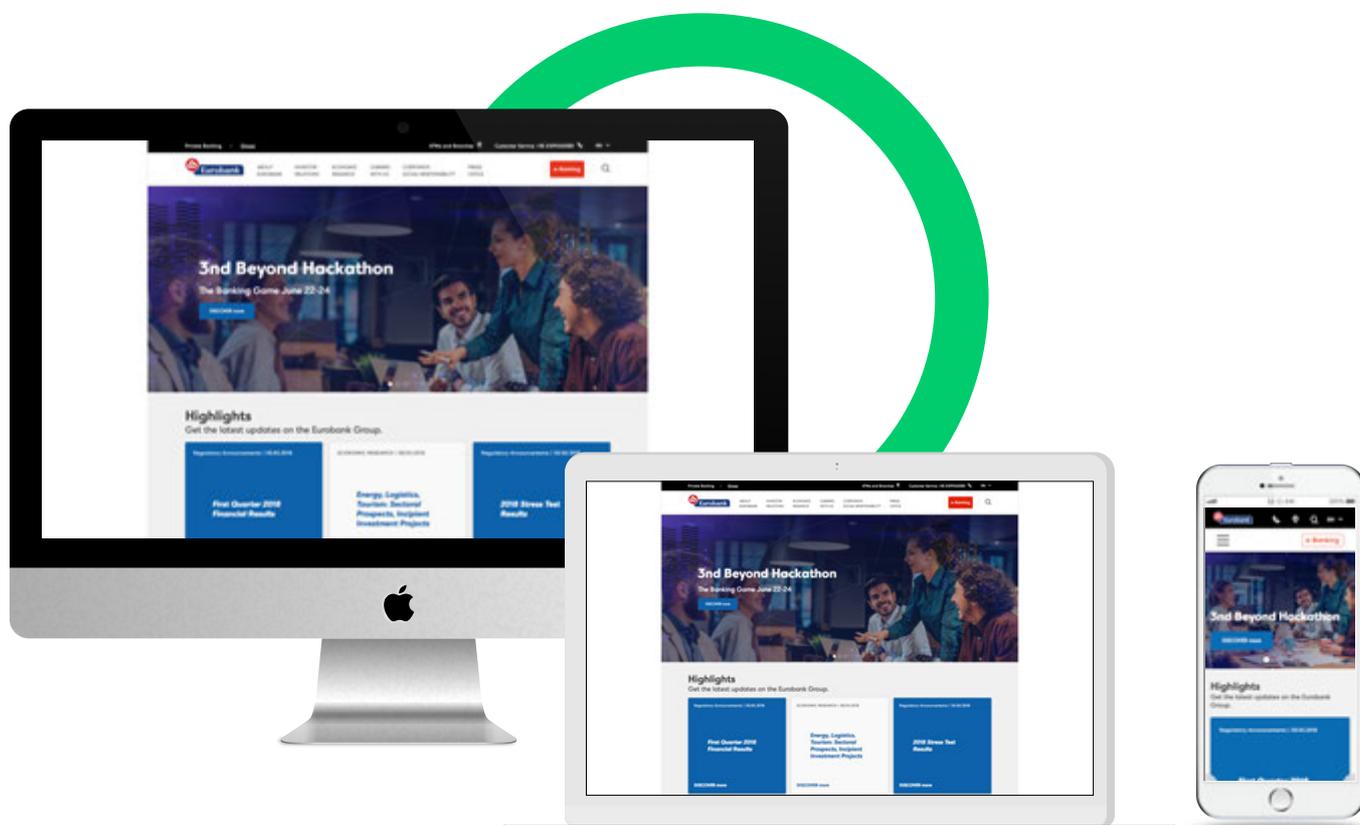
The case study by Linakis Digital

Eurobank's vision



Eurobank, one of Greece's systemic banks, recognized the need and value of digital transformation as part of a larger omni-channel rollout. The new eurobank.gr is the first deliverable of this process.

In a fast-changing digital environment, where users are becoming increasingly sophisticated, Eurobank identified the need to create a corporate website with the objective to offer their users personalized information and services to improve their daily interactions with the bank. **Eurobank's vision was to engage its customers 24/7.**



The added value approach of Linakis Digital



Transforming the Future

Aiming to **significantly improve the customer experience**, different customer journeys were created based on users' needs. The new website implemented by Linakis Digital was based on the **contextual presentation of information**, aiming to navigate users through various stages of acquaintance with a product or service that respond to their needs.

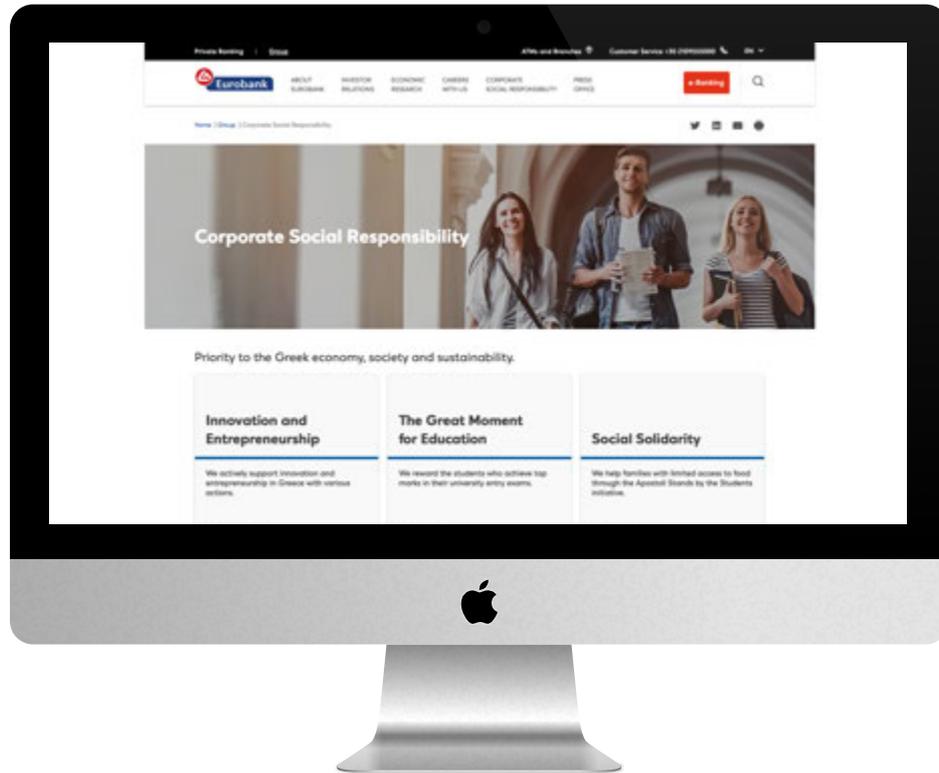
Moreover, as mobile devices increasingly become the place to transact, the website needed to be **"mobile first"**, offering an optimized experience for Eurobank's customers.

For Eurobank's digital marketers, creating and maintaining new updated content for the website had to be **easy and quick**. Furthermore, continuous improvement of segmentation and **personalization** was taken into consideration, **resulting in optimized marketing results**.

Finally, the new website incorporated **intuitive navigation**, search engine optimization following a very strict set of standards with regards to **data security and integrity required from the bank**.

Starting from a high-level design, Linakis Digital progressed to a deep analysis of the Bank's information architecture, to identify the specific needs of each particular business vertical and its user groups: Individuals, Business, Private Banking, and the Group of Companies. All departments were consulted and engaged in the project, to create a website that would integrate the requirements of the different shareholders.





Creating needs-based customer journeys

The new, fresh and modern website is **easy and intuitive to navigate**. Based on the visitor's behavior on the website, i.e. pages visited, elements that they interacted with, etc. various characteristics are recognized, such as what type of customer they are, the subjects that interest them and so on. Based on this input, the website is able to gather the visitor's needs, dynamically classify them to a certain profile. Some examples of profiling are whether the visitor is an Individual searching to issue a new credit card or create a deposit account, or whether they are representative of an enterprise searching for financing. **Armed with this information the website can automatically create a real-time journey through personalized content.**

Offering a rich media experience

Also, the website was developed to provide **up-to-date advisory banking and "Business Checkup" tools** through which corporate visitors can:

- Check in real time whether their company is eligible for receiving state development funding.
- Discover whether their company needs short-term financing to use as working capital.
- See through easy-to-use dashboards the liquidity, operation cost and profitability ratios of their company, compared to its industry.

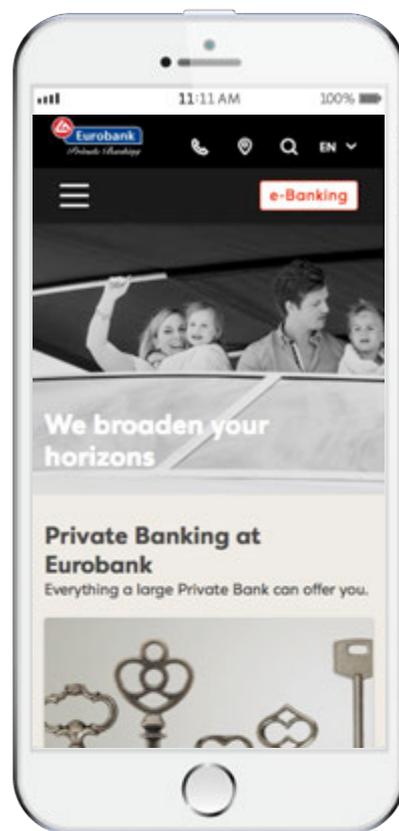


Providing Leading Mobile Customer Experience

Linakis Digital played a key role in the realization of Eurobank's digital transformation strategy in desktop and mobile channels. The new website is completely responsive, delivering a significantly improved experience for mobile customers. The new responsive design follows the same format and ensures that the website delivers the same seamless experience across any device or browser. This was important because Eurobank's aim was not to shift customers from desktop to mobile device, but **to be present and accessible whenever it is most relevant and convenient for its customers.**

Accessibility to all

Furthermore, the website is built according to accessibility standards, allowing persons with special needs, including the visually-impaired, to fully use the website with ease.



Linakis Digital Sitecore Gold Implementation Partner



Best-of-breed technology

Linakis Digital, based the solution upon the Sitecore Experience Platform which is, according to Gartner, one of the **world's most advanced and intelligent platforms** that gives marketers everything they need to understand visitor needs and intents for delivering **a more relevant, personalized experience, from initial visit to post-purchase engagement and nurturing.** Sitecore empowers businesses with comprehensive digital marketing tools, a holistic view of customer needs and machine learning-generated insights in order to deliver **highly effective personalized experiences.**

No1

global leader
2018 Gartner Magic Quadrant
for digital experience platforms

50

countries
global presence

5.200

brands



Benefits gained by our technological approach



Linakis Digital utilized several **intelligent Context Marketing mechanisms** to offer personalized information and drive the user through the conversion funnel, gaining important benefits.

▲ Better visitor understanding

Rules-based personalization via simple “Digital Fingerprint” data and demographics were deployed, such as the language, the location, the device, the number of previous visits, etc.

▲ Marketing campaign optimization

Sitecore's Engagement Value scoring system was deployed. This allows the Bank's marketing department to associate general analytics and marketing campaigns with the produced value, rationalizing its marketing spending.

▲ Automated, unified insights

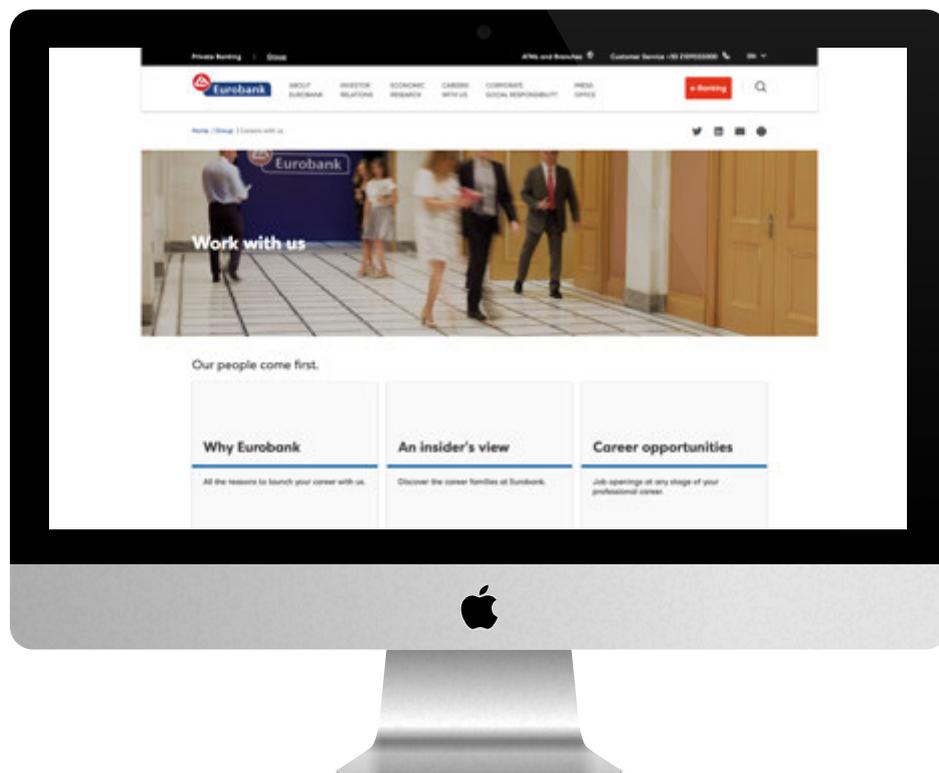
Goals and Outcomes have been parameterized throughout the site so that conversions can be monitored and combined with other analytics data.

▲ Intelligent segmentation

Profile Keys and Pattern Cards are used to identify and segment users. This segmentation allows for more personalization options.

▲ Communication optimization

A/B Tests have been deployed across the new website in order to understand the visitor's preferences with regards to the way he/she receives and consumes information. Tone of voice and communication specifics are taken under consideration.



▲ New content flexibility

Sitecore Web Forms for Marketers has been used for all web forms of the website. This allows content editors to quickly combine existing elements and build new forms.

▲ Increased conversions

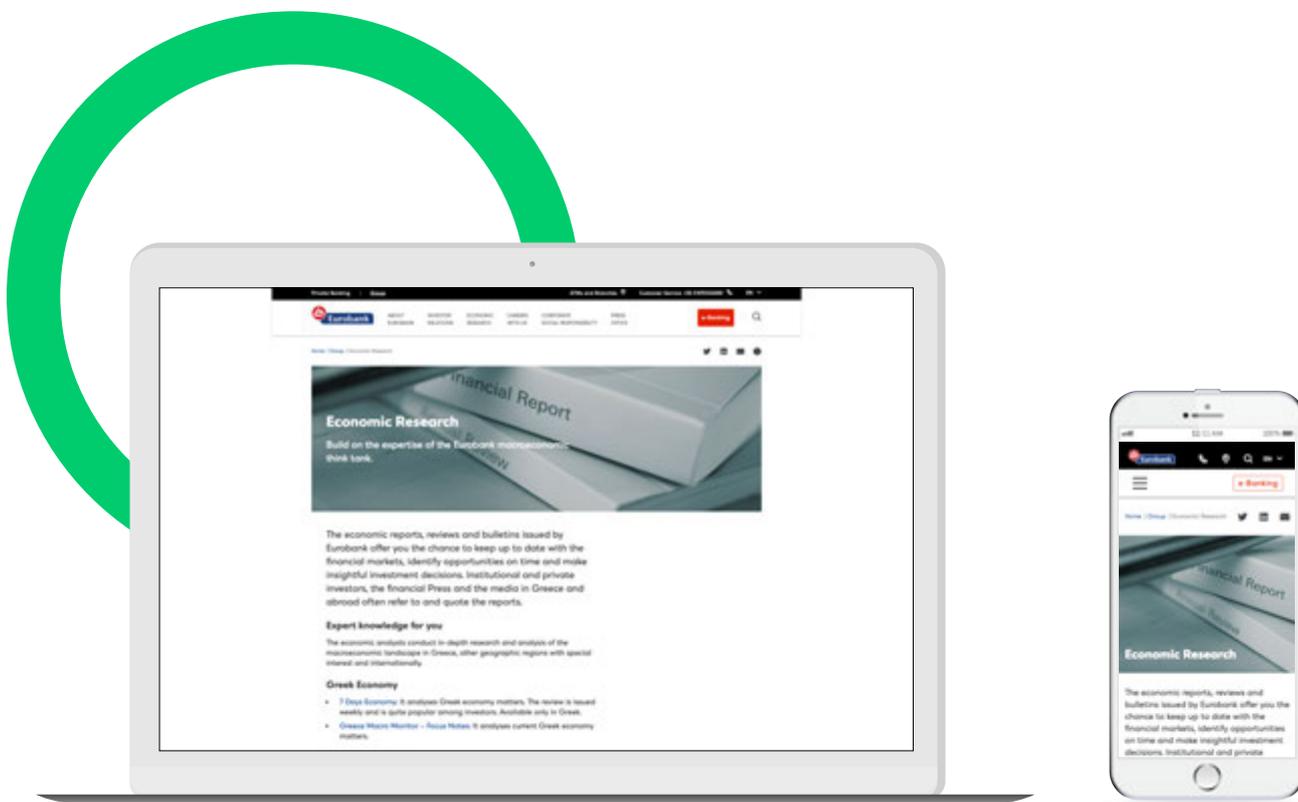
Automation plans have been deployed which allow Eurobank to trigger dormant visitors and bring them back to the website in order to continue their journey towards goal conversion.

▲ Optimum personalization

The Sitecore Federated Experience Manager is used to track the Eurobank Group visitor across other websites, even non-Sitecore-based websites, understand and combine their behavior throughout all of the Groups digital properties and provide cross-site content personalization.

▲ Dynamic application forms

In addition, Linakis Digital has developed the website to communicate in real time with the back-office systems of the bank, in order to create dynamic product application forms, to present daily foreign currency & banknotes bulletin, and much more.



▲ Functional modules

On a technical level, the website is structured in a modular way 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. Additionally, 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 website, regarding Search Engine Optimization (SEO), following strict and highly specialized technical specifications.

▲ A wealth of analytics for continuous optimization

Eurobank's marketers have access to a wealth of analytics dashboards and usage statistics.

—> Use of the "Experience Optimization" Dashboard and interfaces to create new A/B tests and view test performance.

—> Study of general Experience Analytics such Audience demographics (Devices, Languages, Locations), Acquisition data (Channels, Campaigns, Keywords, Referring websites), Visitor Behavior (Entry/Exit pages)

—> Study of the above analytics as they compare to the generated Value (e.g. Value per Campaign) but also more advanced analytics such as Goal tracking, Outcomes tracking, Web forms conversions, etc.

—> Study of the Path Analyzer in order to understand which website Paths generate most value.

"Linakis Digital with its valuable experience in international, enterprise-grade projects, delivered a highly available, very secure and innovative environment to Eurobank, within the agreed time and budget. It is a partner that we can always trust!"

Virginia Sokou
In charge of Eurobank's Digital Presence

Maximum security performance scalability

by Microsoft Azure Cloud



Microsoft Azure is the world's leading cloud service, enabling organizations to meet demanding business challenges. With more than 50 datacenters around the globe, over 100 off-the-shelf services and already trusted by 90% of Fortune 500 companies, it offers organizations the freedom to build, manage, and deploy applications on a massive, global network using state-of-the-art tools and frameworks.

Linakis Digital closely cooperated with the Bank's IT department to architect, host and deploy the entire solution on the Microsoft Azure Cloud infrastructure, achieving maximum security, performance, availability and geographic redundancy with minimum needs for maintenance from the Bank's personnel and real flexibility to the Bank's constantly growing needs.

70+

compliance offerings
the largest portfolio in the
industry

50

global Azure regions
more than any cloud
provider

90%

of Fortune 500 companies
trust their business on the
Microsoft Cloud

Delivered results



Results achieved during the first quarter
after its launch, compared to last year's
corresponding period:



x2

user engagement

-20%

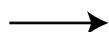
reduction of
bounce rate

+64%

increase of mobile
users

Visit eurobank.gr

About Linakis Digital



Linakis Digital is an **internationally awarded digital agency**, based in Athens, Greece, with 12 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.

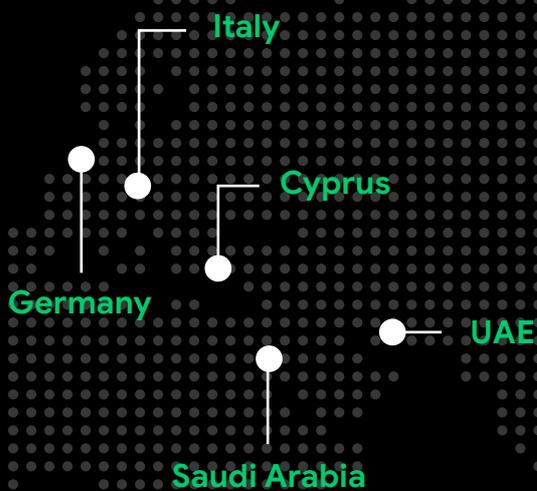
We are a **Sitecore Gold Implementation Partner and a Microsoft Silver Partner for Cloud Services**, a result of our strategic decision to invest in acquiring knowledge and know-how in platforms and digital ecosystems which can cater for even the most advanced of our client's needs.

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

International Experience



Digital & Design Awards



3

Sitecore Experience Awards



1

Business IT Excellence Award



3

WebX Awards



17

EBGE design awards



32

Ermis awards



1

D&AD award



5

Red Dot design awards



1

German Design award



9

European Design awards



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