



2016 HPE Software Innovator Awards

Jisela Hernandez Suastes, Banco Santander
(Mexico) S.A.

Multinational finance leader leverages HPE AppPulse
Mobile to improve customer engagement through mobile
touchpoints

Honorable Mention

Enable Workplace Productivity

Software

- HPE AppPulse Mobile



High-level overview

Using HPE Software and TSOFT Professional Services, Banco Santander realized the following benefits:

- Real-time monitoring of bugs, errors and crashes allows the team to quickly and efficiently respond to emergencies
- Detailed reports make it easy to develop accurate Key Performance Indicators (KPIs) and actionable insights
- A more accurate view on application usage tells the back-end team which features, processes or interfaces need to be improved
- Tracking performance over time informs the team on future business strategies and objectives
- Uninterrupted services and sustained engagement reduce the number of negative comments and ratings on application download platforms from 40% to 20% between December 2015 and March 2016
- A highly customizable dashboard allows the monitoring of trends in user and application behavior, effectively reducing the number of application crashes from more than 60,000 in February 2016 to less than 13,000 in March 2016

- Proactively measuring user needs and pain points allows developers to cut applications' average response time from 1.11 seconds in December 2015 to 1.07 seconds in March 2016
- User-friendly interface and flexible support services make the solution immediately useful to developer and support teams alike

Company

Banco Santander Mexico is one of the country's leading financial institutions. Part of Spain's Santander Group, the Bank offers a range of personal, private and corporate financial products and services. As of December 31, 2015, Santander Mexico had total assets worth US\$1.185 billion and over 12 million customers. Based in Mexico City, the organization operates 1,079 branches and 298 offices across the country and has a total of 17,205 employees.

Contact

Jisela Hernandez Suastes is Banco Santander's Deputy Director of IT. Her seven-person IT team is in charge of Customer Incident and Problem Monitoring.

Business goals

To grow its business, Banco Santander continually engages its customers through innovative digital channels designed to make banking faster and easier. Mobile banking applications (apps) are among its most important customer-facing platforms and the object of regular reviews, changes and upgrades. In June 2015, after users reported some stability and compatibility issues, the Bank's IT Department decided to implement a solution for its mobile apps.

Banco Santander was monitoring their apps' user experience since 2009 with a solution provided by HPE and its valued added partner, TSOFT. Since this UX monitoring was deployed by TSOFT over several countries and with a business-centric approach, AppPulse Mobile was a natural choice for Santander.

First deployed in January 2016, the solution would simultaneously monitor user experiences, conduct performance and scalability tests and prevent potential disruptions, and all from a strong business perspective.

HPE Software products implemented

- HPE AppPulse Mobile

HPE Partner

TSOFT's knowledge and experience in the business of Santander and HPE Solutions, enabled a successful implementation.

TSOFT was involved from the very beginning in the design, implementation and maintenance of the HPE mobile application monitoring software and a set of executive dashboards.

This extended the previous monitoring platform (also provided by HPE Software) by adding the mobile user experience with a focus in business perspective. The TSOFT team's in-depth solution knowledge combined with its best-practices expertise, ensures that Banco Santander maximizes the performance and value of its software investments.

Additional benefits

Banco Santander's range of mobile apps allow customers to find and use its banking, investment, loan and insurance products quickly and accurately. These critical services play a large part in boosting the Bank's reputation for reliability and high performance, especially for users who may not yet be entirely convinced of the benefits of mobile technologies.

At the same time, HPE AppPulse Mobile's features free up the IT team to focus its time and resources on finding new ways to engage customers, rather than merely fixing technical problems. This positive experience has motivated Hernandez Suastes to explore the possibility of deploying similar monitoring solutions when it comes to internal Customer Relationship Management (CRM) tools, as these will help Relationship Managers (RMs) keep track of business objectives, sales targets and strategic customer data.



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