Desjardins

Financial group resolves disjointed experiences with user-centric digital platform

Desjardins Group improves its customer experience, streamlines organizational workflows and transforms their partner offerings.

Summary

The Desjardins Group is the largest federation of credit unions in North America and the first Canadian cooperative finance group. With over 7 million members and multiple subsidiaries — including retail banking, Desjardins General Insurance, real estate and brokerage — Desjardins chose Liferay to improve the user experience for customers, employees and partners.

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In Brief

INDUSTRY:
Banking

COUNTRY/REGION:
Canada, United States

USE CASE:
Intranet, Agent Portal, Partner Portal

KEY FEATURES:
Segmentation and Personalization, Experience Management, Integration and Interoperability

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Liferay has allowed our employees to access an optimized digital workspace. As soon as they log into their workspace, they can manage their entire client-member reference and associated product portfolio in real time.

William Longmene Kue, Product Manager and Solutions Architect responsible for deploying Liferay

Challenges

- Unable to deliver distinctive, valuable user-centric customer experiences
- Employees needed a digital workplace to help simplify organizational complexity and vast partner network needed a scalable solution to build across white label solutions
- Internal and external experiences were disjointed on separate platforms

Results

USER MANAGEMENT
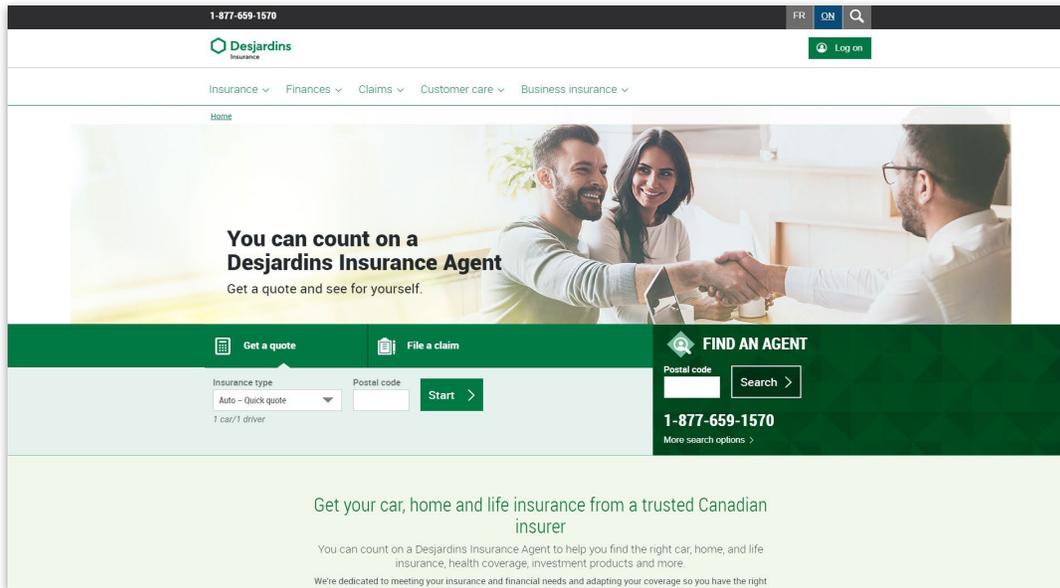Improved user profile management

DISTINCTIVE CONTENT
Ability to publish, create, and animate content more efficiently

UNIFIED DIGITAL EXPERIENCE
Aggregation of user experience all in one place

Liferay

Raising the Bar on Banking Standards

On a mission to contribute to improving the economic and social well-being of people and communities, Desjardins Group is redefining the standards of financial services for the benefit of its members. In serving both personal and business customers, Desjardins saw the limitations of their current IT systems and how, like in other sectors, the ever-changing digital landscape was affecting their customer's experience.

Thanks in large part to new and booming online retailers, the changes in online customer behaviour underscored Desjardins's need to develop a more customer-centric approach to their online presence. Omnichannel and other new digital trends highlighted their need for continuity in the customer journey — something that their IT systems were unable to support. Additionally, they saw the need for a more coherent digital strategy and the elimination of information and organizational silos.

Choosing a Digital Solution

When compared to products from competitors such as IBM and Oracle, Liferay came out on top thanks in large part to its connectivity and extensibility, authentication tools and ease-of-use. Additionally, Liferay offered the ability to have different departments and internal players working seamlessly on a unified platform — a key benefit to Desjardins's desire to improve internal organization and workflows.

Two-Part Implementation Leads to Cohesion

As with any company-wide change in technology, Desjardins's main challenge was to spread knowledge and resources as well as educate in-house developers. The success of Desjardins's implementation can be credited to their two-part process and their partnership with a local integrator firm specializing in open-source software with significant Liferay expertise.

First, Desjardins focused on organization by creating what they called a "center of expertise" so that all necessary resources and training information regarding the day-to-day use of Liferay would be readily available to stakeholders. They also set up a dedicated training team that demonstrated Liferay to help facilitate the company-wide implementation.

"Every time we met a specific business unit, we replayed the same scenario: Demo-Training-POC.

We made sure we secured the project with continuous support and accessible resources provided to all internal stakeholders involved," said William Longmene Kue, Product Manager and Solutions Architect in charge of deploying Liferay.

The second phase of their process was the actual implementation of the platform. By implementing Liferay on their existing architecture, Desjardins was able to centralize costs and render the coherent use of the platform across different project initiatives. This also equipped internal teams such as marketing and IT with the necessary tools and resources for their use of the platform.

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> **In terms of ranking metrics, traffic has doubled on external platforms from year to year, especially among business users whose goal is to promote their products through the Desjardins platform.**
>
> William Longmene Kue,
> Product Manager and Solutions Architect
> responsible for deploying Liferay

Clear Goals Result in Clear Improvement

Since the challenges Desjardins chose to address with Liferay affected different areas of their business, the impact of their results can be seen across a variety of touchpoints.

- **Intranet:** Since employees needed a digital workplace, Desjardins uses Liferay as such. It helps in their aim to simplify organizational complexity by streamlining communication with employees and providing services such as self-help service care and tracking solutions via integration with third-party tools.

- **Agent Portal:** Disjointed and siloed information used by Desjardins's retail banking, credit and insurance agents are now unified — equipping agents to better serve customers. Practically, this can look like a Desjardins banking advisory solution using Liferay to access customer portfolio from any device.

- **Partner Portal:** Looking for a scalable solution for their vast partner network, Liferay enabled Desjardins to build effective partner portals via white-labelling strategies.

Moving Forward with DXP

Initially launched on Liferay Portal 6.2, Desjardins is currently migrating to Liferay Digital Experience Platform (DXP). Given the success of what they built with Liferay Portal 6.2, the company sees a move to Liferay DXP as a critical step in continuously improving their customer experience as digital needs change.

Specifically, Desjardins wants to migrate to Liferay DXP because it is more user-centric in terms of content creation and content management. It also offers the possibility of using headless APIs and facilitates the API-driven deployment of visual elements and streamlines multichannel experiences. According to Desjardins, the solutions offered by DXP better meet the needs of today's users — needs which are becoming more complex and require additional personalization.

For more information, contact sales@liferay.com.