



Elevating User Experience with Salesforce Experience Cloud for an International Financial Center

Overview:

The client is an international financial center in Abu Dhabi, which serves as a financial-free zone. It oversees a diverse clientele, including financial institutions, corporations, investors, entrepreneurs, and professionals. In its continuous effort to improve overall customer satisfaction and adopt more modern registry practices, the client sought to transform and stabilize its existing customer-facing portal.

Pain points:

Onboarding bottleneck

Lengthy and inefficient registration processes hindered smooth onboarding

Complex Portal Navigation

Customers struggled to find information quickly, impacting engagement and satisfaction.

Inefficient System Performance

Frequent bugs and performance issues disrupted user interactions.

Security & Accessibility

Users lacked access to relevant records or inadvertently viewed restricted information.

The high volume of tickets

Repeated system complications led to higher support overhead.

Solutions:

User Access Overhaul

Reconfigured portal permissions to ensure users only saw the data they were entitled to.

System Performance Improvements

Conducted a thorough system analysis to implement permanent solutions rather than temporary patches.

Proactive Business Requirements Management

Instituted a rigorous process for capturing, reviewing, and approving enhancements, later added to the product backlog.

Change Request Support

Facilitated ongoing system improvements through structured change request processes.

Dedicated Support Team

Deployed expert resources to manage tickets via Microsoft Team Foundation Server (TFS) and Service Desk.

Third-Party Integrations

Integrated registry data with external systems for seamless information flow and a holistic user experience.

Benefits:



↓ Ticket resolution time by 20%

Quicker resolution times led to higher customer satisfaction.



Greater Data Integrity & Reliability

Improved data visibility while safeguarding sensitive information.



Stabilized & Scalable system

Ensured the application could handle future business growth and evolving regulations.



↓ Ticket volumes by 13%

Ongoing system optimizations and bug fixes cut down support ticket inflow, easing the burden on the support team.



Customer Service Enhancements

Introduced new functionality (Nominee features, reminders, late-fee automation) that delivered a more robust user experience.