



Charter Global

CASE STUDY – Application Development Online Banking Provider

IT expertise and innovative solutions enable financial services client to meet its customers' needs.

About the Client

The client provides customer loyalty marketing and customer retention program development for multiple industries including financial services. They help to increase customer confidence, loyalty, and engagement.

The Challenge

The client had stretched the limits and capabilities of its outdated technology. They were not able to keep up with company growth and the current market. Without a major overhaul of their systems, the client was unable to follow industry best practices. They lacked the necessary expertise and staffing resources to complete the task successfully

Solution

Charter Global brought together a team of experienced .Net, Java, and SQL Server developers and an IT administrator to solve the client's complex, multifaceted challenges. Custom migration scripts and product features were developed, along with unique wrapper applications that would translate the client's outdated business models to more current models without requiring any code changes. day-to-day issues and customizations for these CRM customers on the client's behalf.

Rent-Buy-Own: Charter Global developed branded, self-service DVD kiosks that enable consumers to log directly onto a highly interactive Rent-Buy-Own website where they can search and select DVD titles, locate the nearest kiosk, check for availability, and reserve or purchase titles online

eMarketing: The client's existing eMarketing products targeted users through multiple touch points including email, banner ads, ATM, call centers, and social media. The latest version of the products had been redesigned and rebuilt to support scalability and cloud hosting. This update, however, created a new problem. As customers attempted to access the client's products, they were first taken to the old site, and then redirected to the new site. Charter Global migrated the old version of the product to the updated version, allowing direct customer access, with no downtime to the client's systems.

Customization and maintenance of external customers: Many of the client's customers use an external CRM system such as IBM® UNICA®, or Teradata. Charter Global installed the software for these CRM systems on the client's servers, allowing its customers to create and monitor marketing campaigns in the CRM system, while separate software acts as the delivery agent. Charter Global manages day-to-day issues and customizations for these CRM customers on the client's behalf.

Results

Charter Global provided staff augmentation, technology expertise and offshore resources to help the client meet its project goals. The updated technology and products were created on time, with little to no downtime, allowing the client to improve operational efficiency, connect more effectively with its customers, and ensure an optimal customer experience.

Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.