



Customer Success Story



Customer Satisfaction Rating:

4.9
out of
5





Standard Bank CIB Platform Business

Salesforce enhancing the Delivery of Corporate Banking Solutions



CUSTOMER OVERVIEW

Standard Bank Group is a financial institution established over 150 years ago that offers banking and financial services to individuals, businesses, institutions and corporations in Africa and abroad. One of the key focus areas for the Standard Bank Group is Digitisation, which is about being more than just technology it is about delivering the full range of financial services through secure, personalised, relevant and digitally enhanced experiences to our clients and employees in real time, all the time.

CUSTOMER COMPANY PROFILE

LOCATION:	South Africa
EMPLOYEES:	48 000
INDUSTRY:	Financial Services
Solution(s):	Community Cloud
GO LIVE DATE:	29 May 2020

Challenge

- The lack of a future ready digital organization that can simultaneously, radically improve operational efficiency and strengthen customer experience.
- Not having a business model platform which will allow them to leverage client relationships and partner with them on their own digitisation journeys by connecting them to innovative and trusted technology providers.

Solution

- A platform that consolidates all the Standard Bank Corporate & Investment Banking digital solutions and offerings into a single place to be easily accessible.
- Building a single digital interface that provides a single point of entry for clients connecting them to the digital assets of the bank.
 - Deepen client relationships by building an innovative ecosystem where clients can collaborate and build new solutions to solve their problems
 - Personalised client experiences a place that "knows you" and provides access to contextually relevant and personalised services and information (banking and other).

Results

- Community Cloud
- OneHub, through it's single digital interface for CIB clients provided a secure simplified and unified experience.
 - Embracing the Platform Business model, OneHub created an innovative ecosystem for Partners, Clients and Staff. Allowing the Bank to deliver solutions that has impacted businesses and people for the better.
 - Improvement on operational efficiency and increased customer experience.



Additional Detailed Information and Quantitative Results

Optional Commentary and Notes about Details of Deal or Implementation



Additional Details

Competitors of Salesforce engaged in sales cycle:	N/A
Previous technology replaced by Salesforce:	N/A
Salesforce products deployed:	Community Cloud
Customer Business Model (B2B, B2C, or Both)	Both but OneHub is focused on B2B
Salesforce Product features:	N/A
If using Service Cloud, list use case (e.g. customer support, call center, field service, tele-sales, etc.)	Customer Support
Integrations:	Ping Identity, IBM API Portal
AppExchange Apps/Partners	N/A