

Online Policy Acceleration & Faster Branch Processing



Challenges

Overall Need for a faster end customer experience to enhance online engagement

Performance issues affecting online revenue for especially for peak season (Jan to Mar tax saving)

Smoother branch operations

Benefits

Substantial increase in online revenue since SiteCelerate implementation

Speedier purchase transactional funnel (secure pages)

Ability to handle more traffic & operations consistently, seamlessly

Higher Customer Satisfaction due to faster services

Results

120% faster page delivery

40-60% reduced page sizes for Bandwidth saving

Performance issues extensively nullified