


CASE STUDY

X
HANA BANK



I-ON Communications' ICS (I-ON Content Solution) reduced costs and time for homepage management
A method of web content creation and customizing for the financial industry, that is easy for non-web experts

Hana Bank's Next-Generation Project

Hana Bank / Oh, Hae Rin Assistant Manager

Introduced products

Content Management System
ICS5

Company information

Company: Hana Bank

Established: June 25, 1971

Address: 66, Eulji-ro, Jung-gu,
Seoul, Korea

Business Area: Financial(Banking)
Business

Company Overview: Established in 1971 as Korea Investment & Finance, the nation's first financial company and was converted into a commercial bank in 1991.

The Internet has become indispensable in our daily life, and no industry can afford to pay little attention to IT. If you take a look at today's financial services, you can see that they are provided through various devices.

Korean financial companies, for example, started regarding service content as their future strategy for efficient services, and are making great investments in this changing market by providing customized homepages as advanced as those of retailers.

Back in April 2006, Hana Bank made plans to create its homepage, and in June, it made a TFT centered in the e-business department. The TFT comprised various members from different fields ranging from system information to deposit, card, and trust fund. Together, they screened and evaluated many companies in and out of Korea to find a potential service provider.

After the process, they decided on I-ON Communications as their CMS (Content Management System) provider, believing that the company could not only manage their homepage but meet all of their other needs. Soon, Hana Bank introduced I-ON Communications' ICS (I-ON Content Server). After running and managing the server, the bank saw an increase in customer satisfaction and a decrease in costs and time for homepage management.

This year, the bank went further by providing more advanced services as an effort to stay up-to-date in the fast-changing market. Some of its makeover efforts include upgrading user convenience and customer communication. For this case study, we interviewed Hana Bank's Operations Team Manager and heard about the bank's priorities, reasons for introducing our solution, and its future plans.



What is Hana Bank's biggest priority in operation?

We place emphasis on fast and accurate feedback implementation. We, the Operations Team, had difficulty implementing feedback that was sent to us piecemeal from many different departments. So we came to a point where each department had to run its own operations. However, operation tools were difficult to use and any delay in feedback implementation posed a great risk when it came to providing advanced services to our customers.

I-ON Communications provided a solution to this issue, and with the solution, quick feedback implementation was possible, along with stable deployment. Also, the solution was comprised of easy tools, which made it even greater for our employees to use.

There is another aspect of it that we really liked. Our application site had multiple application icons that had their own content. At first, we thought that in order to change the areas shared by the icons, we had to make the same changes on each page.

But we soon found out that I-ON Communications' CMS that we had introduced provided a function that implemented changes in all affected areas at once. So we could easily make changes, using this function.

What do you think made I-ON Communications' solution seem more attractive than other solutions?

To be honest, we considered other solutions as well, but I-ON Communications was different in that it had done in-depth customizing for Hana Bank for its operation. Also, we were accustomed to this solution after many years of using it, and it was optimized for Hana Bank as it built the solution based on our exact needs.

Before introducing I-ON Communications' solution, we once made our own administrators' page internally, but we soon ran into difficulty with updates. Also, as our website grew bigger and bigger, we had to use an external CMS. However, the external CMS did not allow customizing. It only had the deployment function, and it was hard to use without any knowledge of HTML.

For these reasons, I-ON Communications' solution, which enabled customizing, was very attractive to us when we were looking for the right solution for the banking industry. On top of that, the solution requires only a little training before the users can create their own web content, and it enables fast and accurate operation as it also provides the deployment function. We appreciate that it saves us money and time for homepage management, based on its fast feedback implementation and stable deployment. And we trust that it is truly a great solution for us.

Lastly, what are Hana Bank's expectations from I-ON Communications and what are its future plans?

If the search function and the result report function are reinforced, we believe that the solution will be even more powerful, providing more accurate information. We hope that I-ON Communications will grow further to remain a leading company in the industry. Regarding our future plans, we will do our best to provide a variety of our customers with more customized services that they find easy to use.