



“ICS makes content management more efficient and enhances user accessibility and usability.”

Gwanghun Park, Shinhan Card

CASE STUDY

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Shinhan Card

Shinhan Card Mobile Homepage Building Project

Introduced product
CMS ICS
(I-ON Content Server)

Company information

Company: Shinhan Card Co., Ltd.
Establishment: 17th December, 1985
Address: 70, Sogong-ro, Jung-gu, Seoul, Korea
Business area: Credit card services
Company Overview: As an affiliated of Shinhan Financial Group and Korea's biggest credit card company, Shinhan Card introduced the technology of sending virtual one-time card numbers in Visa's 3-D Secure first in the world for its customers' security.

Whatever the industry is, businesses are investing more in contents to meet rapidly changing customer needs in a smart IT era. Maximizing a process from creation, manipulation to delivery of contents boils down to strengthening a company's competitiveness.

The same goes for the financial world. It has become very obvious that the good product itself can't be enough to attract its customers unless the company goes with captivating content.

Shinhan Card has built a mobile-optimized website with ICS (I-ON Content Server) to fuel its mobile channel capability. So the company is now able to maximize usability, operational efficiency and boost its customer satisfaction.

Let's dive into the interview with Gwanghun Park, deputy head of UX team at Shinhan Card to learn more about this project.

■ Project Background

Needs for a mobile-optimized homepage with efficient content management.

I'm Gwanghun Park, deputy head of Shinhan Card UX team. We plan and design UI for digital channels including PC / mobile homepage and apps.

Shinhan Card has been an ICS user since 2008 for its PC version homepage but as we merged mobile homepage and mobile app together we needed a mobile-optimized homepage and efficient management of content in it.



Shinhan Card mobile homepage

■ Why ICS?

A thorough support from skilled I-ON people and a time-tested product that is competitive with foreign vendors.

We decided to go for ICS to accomplish what we want for this project for the following reasons.

1. A thorough support from competent I-ON people
Whenever there were challenges during the project we found I-ON people very responsible, reliable and supportive, keeping the project well under control. I-ON people are very well aware of the local development environment based on a wide variety of project experiences and this is why we expect the best outcome from I-ON.

2. A reliable solution, ICS
It's not our first time to adopt ICS but we wanted to use it again for the other project as the product itself is very competitive with foreign vendors' offering. We know there're many other CMS products out there but we also know that ICS is a reliable product with highest market share in Korea, which is the main reason we chose ICS.

■ Implementation Effects

Enhanced customer usability and satisfaction, Streamline work processes in the office.



ICS has benefited us the most in that customers visiting our mobile homepage seemed happier than before.

We're now able to deliver customer-centric content as ICS streamlined our work process by shortening the process from creation to delivery of content.

Meanwhile, we're on the verge of Beusable implementation. Beusable is an UX analysis service facilitating provision of customized content based on the user behavior and preference. We expect our mobile website to become more powerful once Beusable is implemented."

■ Future Plans

We appreciate continued support from I-ON and are looking forward to working together for future projects.

We've been working with I-ON for 8 years now and I-ON never disappointed us for such a long time. We found I-ON very reliable and responsible as I-ON people always get down to every details of our situation and address challenges before we know them.

We see more projects where we can collaborate with I-ON including renewal of current PC version homepage and some of them will happen next year. We believe the partnership between two companies will benefit both and drive success.