

The graphic features a large orange circle in the center, partially overlapping a smaller white circle on the left. The white circle contains the text 'INT.' in purple. The orange circle contains the text 'AU Small Finance Bank' and '#DigitalSuccess Stories' in white. A thin purple line forms a larger circle around the orange one. The background is a solid purple color with a diagonal line running from the bottom left to the top right.

**INT.**

**AU Small Finance  
Bank**  
**#DigitalSuccess Stories**

**Built an advanced  
featured website  
for online retail  
banking  
customers to  
provide seamless  
digital banking  
experience**



AU Small Finance Ltd. one of the innovation adopter retail bank, for the last two decades have consistently provided a convenient and seamless banking experience to low and middle income individuals. It is rewarded with “The Bank with Best Technology Orientation” By ET Now Rise With India.

AU turned to INT. to develop an intuitive website with improved accessibility which will strengthen the bond between AU and its both new and existing users.

# About The Client

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## Industry

Banking and Finance

## Headquarters

Rajasthan, India

## Website

<https://www.aubank.in/>

The AU Small Finance Bank also known as “The Bank With Most Rural Branches” is also a Western India’s Largest Agricultural Bank.

Earlier known as AU Financiers, it started its journey from micro lending to the consumers who were generally distant from formal banking experience.

In June, 2017 AU Small Finance Bank went for IPO and today has a turnover of more than 42,100 cr.

With Exemplary business service and inclusive style of the entrepreneur, AU small finance bank is known for its continuous banking innovation with disruptive technologies.

# The Problem Statement

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AU Small Finance Bank wanted a progressive web portal which would enable a bank to connect with both the existing and new customers across India. They wanted to revamp their digital strategies.

High functioning website, improved accessibility, minimum touch experience and assistive interface with real time information was on demand to cater the need of the customer.

AU got in touch with INT. with their planning to support them in improving their digital footprints. AU wanted a team to understand their customer mindsets and was looking for a proven partner as they had steep deadlines. They wanted INT not only to conceptualise but also develop, integrate and assist in end to end execution.

## Business Solution

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## Technology Stack

Website CMS: Drupal

Database: Oracle

INT. took the challenge and designed a compelling web app based on the extensive research on user's behaviour. INTians integrated the functionalities such as

- Smart Marketing Automation
- Minimized Click Product Purchase
- Global payment built-in with unified API CRM for lead generation and tracking
- Quick Help and support.

Within 65 days of signing the agreement, INT. deployed its unique product management method to launch the website. The skilled developers and testers of INT. rigorously tested and removed the bugs and errors efficiently. The testing process went through sequentially, starting from planning, analysis and design, execution and closure, to make the launch efficient and a memorable one.

# The Impact

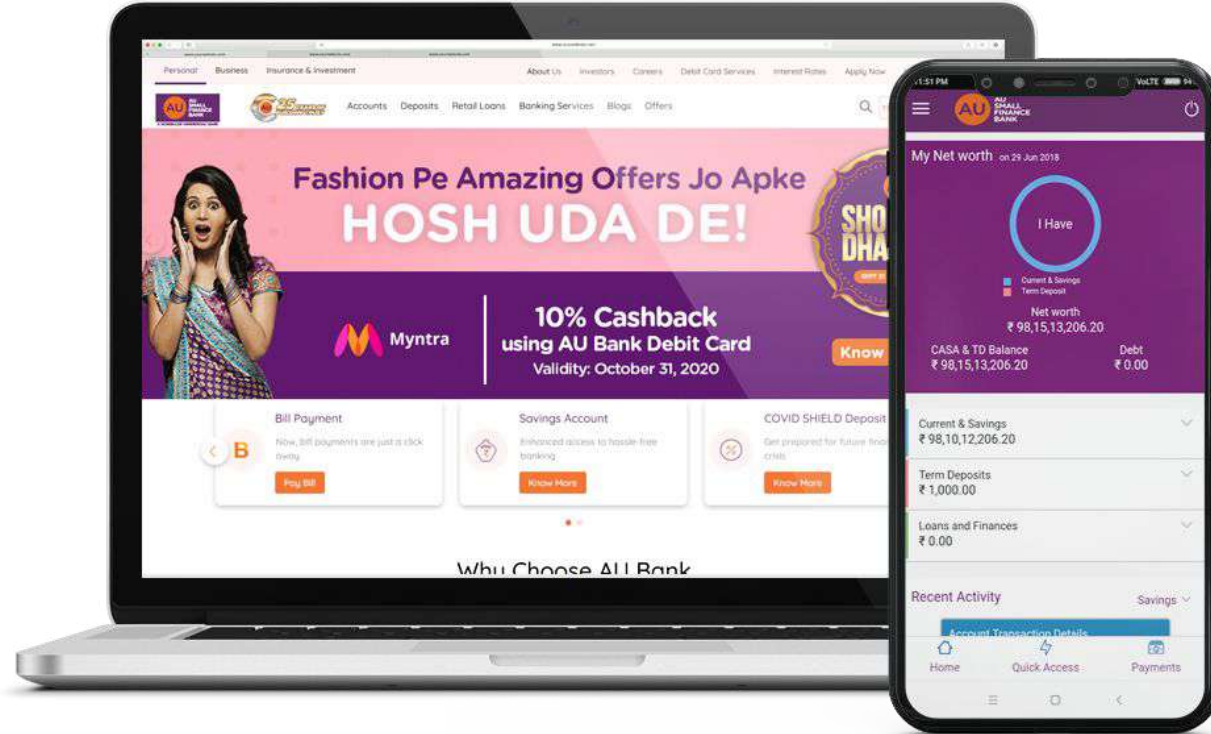
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AU started their journey of creating a digital footprint in spite of the odds it had in front of them. It's IPO was launched with a bang.

Team delivered a high converting website in record days to support the business impacts

- Users loved the web page to ease the accessibility of the users
- A number of new users started to request opening account via website
- A strong marketing automation was put on place to continuously educate and help them use the digital app
- CRM was also integrated to ensure that we have end to end mapping
- A number of new users loved the idea and people across the nation started to use their website to raise requests.
- They have started to look beyond Western India for growth and today they are aggressively pursuing these initiatives sitting from Rajasthan itself.

# Product Glimpse





We Deliver  
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

23+  
Years

750+  
Professionals

11k+  
Projects

6m+  
Hours

We are a team of digital engineers working towards innovation, reinvention and reshaping business models. We cater to multiple enterprise clients, fast growing product companies, digital agencies operating in the domain of banking, insurance, finserve, health, professional services and others in more than 45 countries.