

CASE STUDY

DEGUSSA BANK AG

ONLINE REAL ESTATE FINANCE FOR GERMANY'S WORKSITE BANK



COMMUNICATION

01

Shared, agile project board with Jira for fast and uncomplicated communication with the customer.

AUTOMATIC TESTING

02

Automated Selenium testing to ensure functionality for every deployment and after.

HOSTING & SECURITY

03

Hosting and security at the highest level through standardized processes by Browserwerk

Initial Situation

„From the dream of house to the dream house“ is the slogan of the associated campaign of Degussa Bank AG. Due to the historically low interest rates, the trade in real estate flourishes, as does the associated financing. The real estate financing, which serves as a key to retirement provision, should therefore also boost the Bank's business online in the future via a landing page.

Challenge

The real estate market is considered highly competitive due to high margins. The goal was to create a competitive and conversion-optimized landing page that would fully meet the needs of a bank. More and more customers are on mobile devices on the go and do not want to miss the chance of purchasing a house here. Likewise on the server side, it had to meet the high security standards of the customer and ensure compliance. Due to the high business value of the form, it was just as important to achieve the highest possible automated test coverage.



Degussa Bank is the only worksite bank in Germany that focuses on working people.

The special feature is the proximity to the world of work - the worksite. Customers can do their banking business with the 200 partner companies conveniently on the premises in the bank shop as well as by telephone, Internet banking or the smartphone app.

Revenue || ≈ 6 Billion
Employees || ≈ 1.000
Headquarters || Frankfurt

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Used Technologies



Solution

The open source enterprise CMS TYPO3 serves as a content management system for the safe, simple and clear management of all landing pages by the editors. With TYPO3 the customer can be guaranteed short release cycles and fast closing of security gaps.

In order to meet the complex requirements of the form logic, Browserwerk developed a PHP based, own form framework, which was implemented in the content management system. Automated testing using a Selenium test server ensures that the logic and functionality are maintained after each deployment. Of course, during the development, the optimization of the loading times in the frontend, in order to reduce the bounce rate of the visitors to a minimum. The JavaScript used sends the tracking of the individual form fields dynamically directly as an event to Google Analytics. This helps with page A / B testing. At the end of the form route, a transmission to the in-house CRM system via API takes place, so that employees of the service center can react quickly to inquiries.

Conclusion

The new landing page offers the customer a real added value in every respect. The number of requests could be increased within a very short time and due to the well-proven deployment pipelines and agile processes using Jira, Confluence and a shared project board, Browserwerk provided a unique transparency and fast communication channels at a professional level during the entire project period.

About Browserwerk

Browserwerk develops individual enterprise open source projects. Conception, consultation and implementation of tailor-made online and intranet solutions are part of the agency's core business. Short project times and fast release cycles play a decisive role here. The agency supports medium-sized and globally operating companies throughout Europe in the digitization of business processes. Agile working methods and proven methods play a key role here. By sharing issues from different angles, customers become long-term partners.

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