

AmBank Group Boosts Efficiency, Enhances Customer Experience with Progress Sitefinity Cloud CMS

AT A GLANCE



AmBank Group

AmBank Group, one of Malaysia's leading financial institutions, needed to transition from an outdated legacy CMS to enable faster updates, boost security, reduce reliance on technical expertise and enhance the user experience. It chose Progress® Sitefinity® Cloud Enterprise CMS to consolidate four websites into one centralized, scalable platform.

COMPANY

AmBank Group

INDUSTRY

Banking and Finance

PRODUCT

Progress® Sitefinity®

Progress® Sitefinity® Cloud

COUNTRY

Malaysia

Challenge

Facing challenges with an outdated content management system (CMS) during a critical phase of digital transformation, AmBank Group wanted to modernize its website infrastructure and improve digital services. The existing site faced significant limitations in functionality, particularly in user interface customization and speed of updates.

“With Sitefinity, we’ve not only improved our user experience but also upskilled our team. The platform’s flexibility allows us to implement changes quickly without relying on technical experts, while the scalability and ease of use ensure we’re well-equipped for future growth and digital innovation.”

Keith Ng

VP Digital Marketing & Channel Management,
AmBank Group

Solution



Deploy Progress Sitefinity Cloud Enterprise CMS for its flexibility, security intelligence, scalability and lower total cost of ownership.



Consolidate and deploy four separate websites into one centralized platform facilitating site updates and eliminating redundancies.



Take advantage of the multisite capabilities of Sitefinity CMS to enhance brand consistency and streamline internal processes.

Results



Increased Web Traffic: Traffic on the retail banking site increased 18% as a result of the more engaging and user-friendly experience.



Faster Time-to-Market: The ability to create and publish new pages in a fraction of the time compared to the legacy system resulted in greater agility for the marketing team.



Cost Savings: AmBank benefited significantly in both time and money, estimating savings of over RM500,000 compared to other solutions.



Deliver seamless digital experiences that increase engagement while boosting efficiency. **Learn more** about Sitefinity.