



How **BanCoppel** redesigned its technology ecosystem and elevated the customer experience

A deep modernization that brought together strategy, agility, and architecture

BanCoppel undertook a complete transformation of its technology ecosystem, seeking to modernize the operating foundations that will support the next ten years of growth.

RD supported the process from strategic coordination through execution, integrating agile methodologies, a product model, new architectures, and a “phygital” vision that combines digital and physical experiences in branches.



The result is a more orderly, scalable, customer-centric operating model.



The Challenge

The bank faced challenges tied to the complexity of its operations:

- **More than 1,287 branches.**
- **Long lines and a need to improve the customer experience.**
- **Thousands of developers** and operations teams.
- A legacy technology ecosystem that **could not support the future vision.**

It needed to rethink architectures, processes, ways of working, and the omnichannel experience.

Solution implemented by RD

RD supported BanCoppel in:

- ✓ **Defining the strategic vision for the transformation.**
- ✓ **Implementing new distributed technology architectures.**
- ✓ **Integrating agile methodologies and a product model.**
- ✓ **Optimizing customer journeys** and touchpoints.
- ✓ **Managing large-scale projects**, assigning expert staff with proven experience.
- ✓ **Organizing and structuring the way of working**, ensuring traceability, planning, and tracking.

Results & Metrics

- ✓ **Better customer experience**, with shorter wait times.
- ✓ **Greater operational efficiency in branches**, thanks to self-service and digital assistance tools.
- ✓ **More orderly execution**, with defined plans and continuous tracking.
- ✓ **Complete modernization of the technology ecosystem**, enabling a distributed architecture.
- ✓ **A shift toward more strategic IT teams**, with a direct impact on the business.

Project governance improved substantially, with clearer controls and traceable execution.



What BanCoppel highlights

BanCoppel highlights RD's expert knowledge, strategic coordination, and ability to make the transformation “less painful” for the organization.

Recommendation

Working with **RD** as a partner is recommended when you want to fully transform a technology ecosystem with an omnichannel, scalable, customer-centric approach.

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