

Enhancing Customer Experience for an NBFC through a CMS Website



Client Name: GU Financial services Pvt. Ltd.

Project Type: CMS Website | | [GU Finance](#)

Made By: WayIndia Software Solution Pvt. Ltd.

Technology: HTML, CSS, JAVASCRIPT, PHP, CODE-IGNITOR



GU FINANCIAL SERVICES PVT. LTD.

NBFC - MFI Bearing COR No - BO-04.00028

Client Overview:

GU Financial Services is a Non-Banking Financial Company (NBFC) that specializes in providing a wide range of financial products and services, including loans, investment opportunities and insurance policies. In an effort to improve its online presence and offer a better customer experience, GU Financial Services embarked on a project to develop a CMS (Content Management System) website.

Problem Statement:

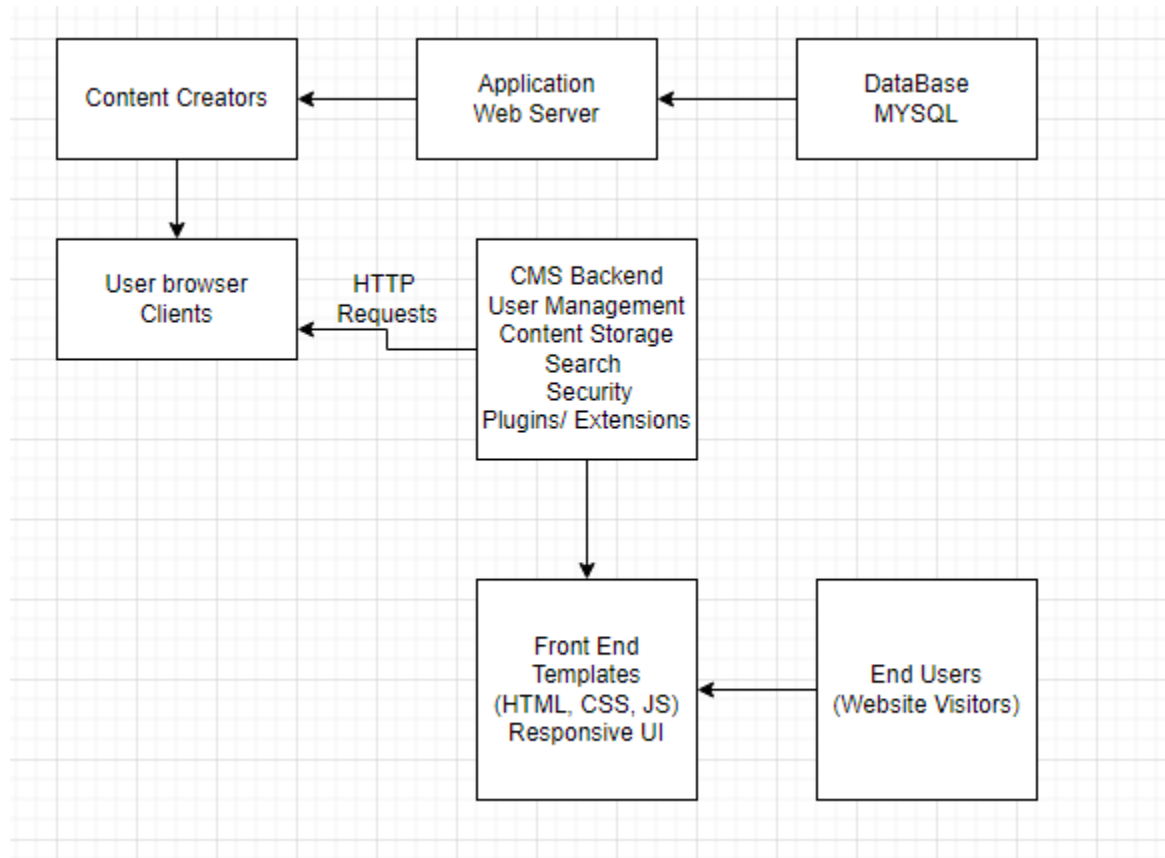
The website was static, outdated, unresponsive, and not user-friendly resulting in a poor online user experience. Manual content updates were cumbersome and time-consuming, causing delays in publishing critical information, offers and news. The company couldn't provide personalized content to customers, limiting engagement and gaining conversion rates. Data security concerns needed to be addressed to protect sensitive customer data in an era of growing importance for data security.

Objectives:

1. **Redesign of the Website:** To Develop a modern, responsive website with an attractive design and intuitive navigation.
2. **Simplify Content Management:** To Implement a CMS to streamline content updates, making it easier to keep the website current.

3. **Enhance User Experience:** To Improve user experience through easy navigation, personalization, and faster loading times.
4. **Ensure Data Security:** To implement a robust security measure to protect customer data and financial information.

Architecture of CMS Website



Technology Overview

1. **Database Management:** Our developed CMS systems for client store content and structural data in MySQL database.
2. **Front-End Technologies:** The front-end of CMS website is built on using HTML, CSS, and JavaScript. CSS frameworks like Bootstrap or JavaScript libraries like JQuery are used for responsive design and interactivity.
3. **Plugin and Extensions:** The developed CMS website can be extended with plugin or extensions that add functionality.
4. **Security:** CMS website is to employ various security measures such as firewalls, authentication systems and encryption to protect against common vulnerabilities like SQL injection, cross-site scripting and cross-site request forgery.

5. **Content Repository:** CMS website's have a content repository that stores text, images, videos, and other media files. These files are often organized in a hierarchical structure and can be accessed through the CMS interface.
6. **User Authentication:** To manage user access, our CMS website use authentication systems that may include databases or single sign-on (SSO) integrations.
7. **Version Control:** CMS platform is incorporated with version control systems, allowing users to track changes, collaborate, and revert to previous versions of content.
8. **Content Delivery:** Content delivery network is used for it's improve website performance by caching and delivering content from servers located geographically closer to the user.
9. **Responsive Design:** CMS website is designed to be responsive to different screen sizes and devices, achieved through CSS media queries and flexible layouts.

No of Modules:

1. **Admin Module**
2. **User Module**

Solution:

1. **Website Redesign:** The Company created a professional web design team to create an aesthetically pleasing and user-friendly website. The website featured responsive design a clean layout and easy navigation.
2. **CMS Implementation:** A robust CMS system was integrated into the website, allowing the marketing and content teams to easily update and manage content. The CMS enabled quick content publishing, eliminating delays in sharing critical information.
3. **Personalization:** A user login system was introduced, allowing customers to access personalized content based on their profiles, preferences, and history with the company.
4. **SEO Optimization:** SEO experts were brought in to optimize the website's content and structure, improving its search engine rankings and online visibility.
5. **Data Security Measures:** To ensure data security, the website integrated SSL certificates for secure data transmission, implemented regular security audits and adopted strict data protection policies in compliance with applicable regulations.

Conclusion:

The implementation of a CMS website significantly enhanced GU Financial Services online presence and customer experience. With improved design content management, personalization, SEO and data security, the company successfully met its objectives and remains committed to ongoing improvements to further benefit its customers and business.