



# Motilal Oswal launches User Centric portal to drive growth

## The website is enabling the organization to transform user experience and boost business growth

Motilal Oswal Financial Services Limited (MOFSL) is a diversified financial services company offering a range of financial products and services, such as Broking and Distribution, Institutional Equities, Wealth Management, Investment Banking, Private Equity and Asset Management. The group operates in 425 cities and caters to over 3,85,000 customers.

MOFSL was facing a challenge with respect to their current portal. The static website with high amount of textual content was resulting in a poor user experience and low number of page visits. The content updation was a tedious process. This led to lower market responsiveness and also hampered organization productivity. Existing portal was also not meeting their objective of being an effective tool to drive new business growth.

## Solution

The company was looking for a partner to develop their new website. SpadeWorx was selected on account of its User Centered Software Engineering™™ (UCSE™™) methodology and Technical skills. Detailed solution approach was presented to MOFSL which included integration of rich components and followed company's unique User Centered approach for delivering solutions.

Focus on usability led to an intuitive and user friendly website. Easy to access information along with the features such as widgets and video streaming led to a steep increase in the number of visitors and page views.

The website is enabling MOFSL to meet its business goals of increasing its market share, strengthening its leadership position and achieving a higher conversion rates for registered users to paid customers.



## Overview

### Project Goals

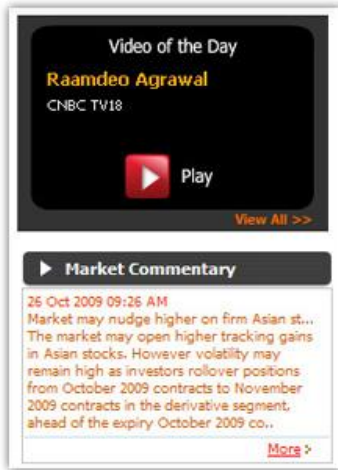
- To create a website that would serve as a industry benchmark
- Assist the organization to drive new business growth
- Increase market responsiveness and organization productivity

### Solution

SpadeWorx developed a rich, interactive and user friendly website that assisted MOFSL to meet its key business goals

### Benefits

- Increased business leads through the online channel
- Key competitive differentiator
- Higher levels of organization productivity



## Salient Features

Ektron is a leading provider of Web Content Management Systems (CMS). Ektron CMS 400.Net was adopted as the CMS for the portal. This was done after due analysis of the different CMS vendors and keeping in mind the current and future business needs of the organization such as accessing information on mobile apps and multiple devices.

### End-user satisfaction and customer delight

The new website has been launched on July 16, 2009 and has received a very positive response.

There has been a steep increase in the number of hits and page views, while an increase of over 200% in the total number of visitors to the site.

The client was impressed with the technology expertise and visual design capabilities that were demonstrated by SpadeWorx and looks forward to engage with them for their future projects.

## Technical Highlights

The key technologies used were:

- .Net Framework 3.5
- SQL Server 2005
- Windows Server 2008
- Adobe Flash 9.0
- Ektron CMS400.Net

### SpadeWorx Software Services



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