

 LiveSwitch



Case Study

## Nordic Bank Group builds live video meeting rooms with LiveSwitch Server

Client

**Nordic Bank Group**

Nordic



## THE GOAL

Reach clients outside of the country's urban centers to provide a personalized customer service experience and increase revenue.

## THE SOLUTION

Develop a live video meeting platform using LiveSwitch Server that can be accessed on iOS, Android, and all web browsers, so that clients can meet with bank representatives remotely.

“The pricing, support, on-premise hosting, and the ability to record meetings the way we wanted to sealed it for us.”

- Senior Systems Architect  
at the Nordic bank

## The Company

A Nordic bank group composed of 26 cooperative banks serving over 250,000 banking clients and 120,000 insurance clients across 81 offices.

## The Challenge

The bank's existing offices were centralized in and around the country's urban centers, while a significant portion of their clients lived outside these regions. With the advent of broadband internet connectivity in most communities, client willingness to travel was changing, so the bank needed an online live video meeting solution that could serve these clients remotely.

## The Solution

80-90% of the bank's clients were already banking online, so creating a video meeting platform that enabled bank representatives to meet with clients remotely was the next logical step.

A secure platform with digital signing capabilities that worked on iOS, Android, and web browsers would enable clients and representatives to conduct entire meetings online from the comfort of their homes. The bank too, would be able to reach new clients without being restricted to their branch locations.

## Customization

The bank required a live video solution that could integrate with their existing user authentication systems and work with existing IT infrastructure.

## Cross-Platform

The bank's clients must be able to access the video meeting rooms on their own devices, so cost-effective platform development for iOS, Android, and web browsers was a must.

## Multi-Party

The video meeting rooms must support all types of client meetings including ones that require multiple parties in attendance, such as spousal accounts and estate planning.

## On-Premise

Compliance with GDPR and industry regulations meant that a video solution must be hosted in data centers within their country to protect client privacy.

## Finding The Right Fit

The bank needed to find the right fit for their specific use case. They knew their existing video conferencing tool, Skype for Business, was unable to meet their criteria.

"We used to use Skype for Business for our video conferencing needs, but we needed a solution that enabled user authentication, could integrate with our banking systems and could be accessed with mobile devices and desktops," a senior systems architect explained.

Their requirements led to research, and eventually, they chose LiveSwitch Server. "The pricing, support, on-premise hosting, and the ability to record meetings the way we wanted to sealed it for us," said the systems architect.

## Making the Switch

In 2018, they began developing with LiveSwitch's Server, integrating it into their existing bank IT infrastructure. Leveraging the flexibility of LiveSwitch, they deployed their pilot video application with full features across iOS, Android, and web browsers, complete with digital signing, screen sharing, and file transfer capabilities.

"We got LiveSwitch Server's code working in a couple of days," explained the systems architect. "It took one developer three months to finish our pilot application. We could not be happier."

Find out how [LiveSwitch Server](#) can enable banks to build enterprise-grade live video apps.



## Results

The bank group released the live video meeting platform in 2019. Since then, clients have been able to seamlessly meet with bank representatives on their own devices regardless of their location or distance from urban centers. Bank representatives could schedule, invite, and host meetings that range from 15 to 120 minutes with up to 5 clients at a time. All parties can screen share, transfer files, and sign documents electronically.

### Satisfied Clients

Conducting meetings over iOS, Android, and web browsers has reduced travel needs, improving customer satisfaction and retention.

### Satisfied Representatives

Representatives could personalize their interactions with their clients, and connect with their clients with a more predictable schedule.

### Satisfied Nordic Bank Group

- Cross-platform APIs minimized development timelines, lowered project costs, and enabled larger cost-savings.
- On-premise installation and hosting met GDPR, ensuring that client privacy and sensitive financial data were protected.
- Highly customizable codebase allowed for integrations with existing bank IT infrastructure.
- Scalable video and voice streaming designed for unlimited usage accommodated the needs of 81 offices and thousands of clients.