Enhanced customer experience with Salesforce Community Cloud & Anypoint Community Manager

(for a leading bank)

Company
A leading bank & infrastructure finance provider

Country
India

Industry
Banking & Financial Services

Implementation Partner

CRMIT Customer Success Partner

Teaming with the best

salesforce PARTNER

tableau PARTNER

MuleSoft Partner

A leading bank with over 100+ branches spread across India was seeking to provide customized digital experiences through both internal and external communities of the bank. The bank specializes in commercial & wholesale banking, consumer financing, banking services, retail banking, investment banking, and project financing.

Challenges

The bank had plans to transform portals into personalized digital experiences that promote API products and increase engagement across their internal API ecosystem. The challenge was to empower app developers, partners, and employees with the self-service resources and support they need to be successful.

The bank had challenges providing their community cloud users access to the APIs. The APIs were stored in the MuleSoft Anypoint Exchange but the bank was not able to allow users to access those from the Anypoint exchange directly. The challenge was also to control the access of the internal and external users, given that not all APIs were expected to be exposed.

Solutions

The Anypoint Community Manager (ACM) is a great tool that can help organizations foster the API economy as part of their digital strategy. It achieves this by providing customized digital experiences that promote API products to both internal and external communities of an organization, supporting API ecosystems, and increasing API engagement among developers, partners, and employees.

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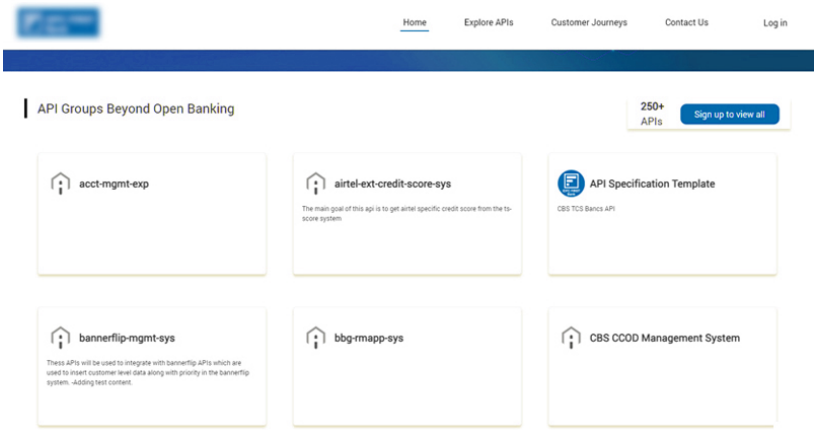
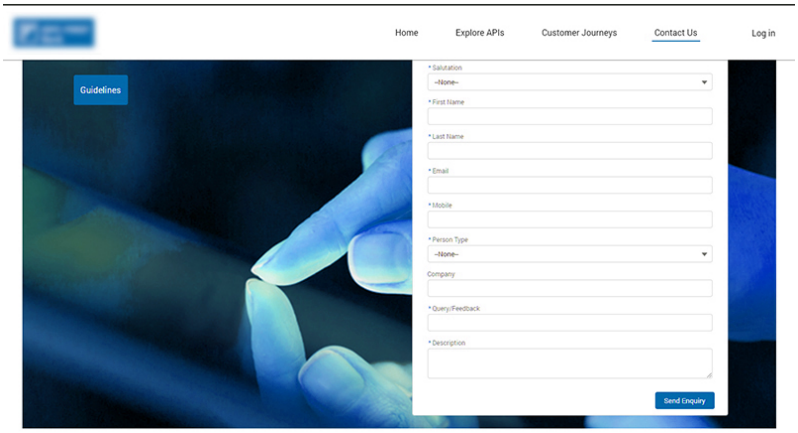
The ACM extends the functionality of Anypoint Exchange and provides multiple features from both MuleSoft's Anypoint Platform and Salesforce's Experience Cloud (formerly Community Cloud) to help empower app developers, partners, and employees with the self-service resources and support they need to be successful.



API groups on home page



Guest user can create a case in Salesforce

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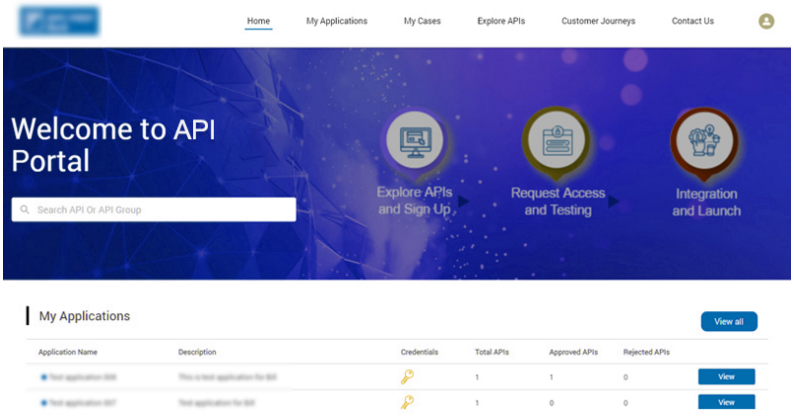

Guest user set up an account and logins to the portal

Benefits

- **360° view of the customer:** Create differentiated experiences using an API data layer that acts as a source of truth for every customer interaction
- **Legacy modernization:** Adapt existing on-premises applications, data repositories, and services to co-exist with cloud infrastructure and applications
- **New digital channels:** Drive a successful omnichannel strategy with IT architectures built for connectivity, agility, and flexibility
- **API ecosystems:** Leverage API portals to share integration assets and increase developer, customer, and partner engagement

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