Globant

Openbank
Grupo Santander

Reinvention story

Globant and Openbank Craft the Future of Digital Finance

Explore how Globant shaped Openbank's journey to a digital future





Openbank, Grupo Santander's digital banking arm, set out to redefine the future of banking, transforming from a traditional institution into a fully digital powerhouse.

To achieve this bold vision, they needed more than just technology; they needed a partner who could drive both digital innovation and cultural transformation.

Since 2016, Globant has been that partner, **working hand-in-hand with Openbank to build one of the most advanced, customer-centric banking platforms in the industry.** Together, we created a digital ecosystem that fosters long-term relationships through a seamless, AI-powered banking experience.

This transformation introduced new public and private websites, mobile apps, and APIs, **leveraging big data, AI, and e-commerce best practices** to enhance customer experience. By combining **market research, UX expertise, agile methods, and cloud technologies,** Globant helped create **one of the industry's most advanced banking platforms—**now poised for global expansion beyond Santander's existing markets.

In a nutshell

The Challenge

- Build a **100% digital banking** ecosystem from scratch.
- Deliver a seamless, **AI-driven customer experience.**
- Ensure security, regulatory compliance, and **scalability.**

The Solution

- **AI-Powered Banking.** Machine Learning for personalization, fraud detection, and automation.
- **Seamless User Experience.** Fully digital onboarding, enhanced mobile banking, and goal-based investing.
- **Expanded Financial Services.** Digital mortgage solutions, integrated insurance products, and automated investment advisory.

The Impact

+8%
clients in the first year

1.5M+
clients in 2020, twice as the previous year

+78%
mobile payment transactions

+50%
card-based transactions

+134%
yoy mortgages aquisition

Through this collaboration, Openbank achieved best-in-class capabilities, skyrocketed its digital maturity, and set a new benchmark for the financial industry. This is the story of how we made it happen.

The Challenge

Tackling the Complexities of Digital-First Banking

Openbank envisioned the construction of a 100% digital banking ecosystem from the ground up, ensuring seamless customer experiences, robust security, and high performance. The challenges included:

- Designing and launching a digital-first banking platform in record time.
- Implementing AI-driven personalization to enhance customer engagement.
- Ensuring compliance with strict financial regulations while maintaining agility.
- Developing a scalable infrastructure to support future growth in multiple markets.



The Solution

A Partnership Rooted in Innovation

Globant collaborated with Openbank to design, build, and implement a new digital banking ecosystem. This comprehensive transformation spanned multiple facets:

1 Building a Scalable Digital Bank

- In just **nine months**, a fully digital bank was developed and launched.
- More than **10 successful projects** with the contribution of **over 450 Globers.** Two web platforms, four native mobile applications, and a **CMS** to provide customers with an innovative banking experience

2 Harnessing AI to Personalize, Protect, and Accelerate Banking

- **Tailored product offerings** to individual customers through AI and ML. Biometric authentication (Touch ID, Face ID, fingerprint login) and AI-powered fraud detection for security enhancements. Streamlining of credit decision processes to improve speed and quality.

3 A More Convenient Financial Experience for Users

- The **24-day** paperwork-heavy procedure was transformed into a fully digital **20-minute onboarding process.**
- Contactless payments, ATM locators, push notifications, and QR scanning features were integrated into the mobile app.
- A new **wealth management model** was introduced to make investing more intuitive and goal-based.

4 Expanding Openbank's Offerings

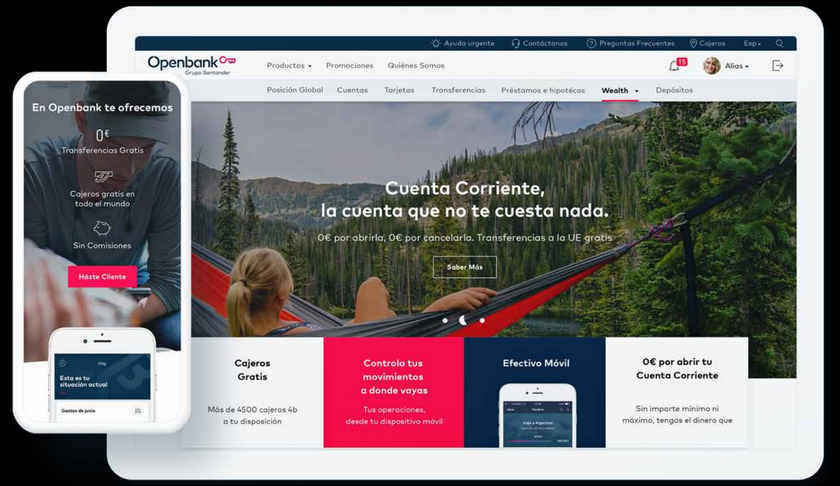
- **Insurance Products:** Globant helped Openbank integrate Zurich insurance products into its ecosystem, enabling customers to purchase policies seamlessly.
- **Mortgage Solutions:** The entire mortgage process was digitized, from loan simulations to contract signing, while maintaining personalized customer support.
- **Financial Education for Young Users:** The OpenYoung initiative was launched to teach children about financial responsibility through gamification.
- **Robo-Advisors:** Globant partnered with BlackRock to develop an automated investment advisory service, providing customers with smart, data-driven financial insights.

The Impact

A Market-Leading Digital Bank

Globant's strategic approach and technological expertise enabled Openbank to set a new industry benchmark as a fully digital bank. By enhancing security, fraud detection, and compliance while expanding its financial services, Openbank improved customer satisfaction through AI-driven personalization and seamless experiences.

With a scalable platform ready for global expansion, Openbank is now positioned as a market leader in digital banking, transitioning from a product-centric model focused on sales and service acquisition to a **customer-first approach that prioritizes engagement and long-term relationships.**



New Digital Ecosystem

Contact Center

Contact Center We strive to enhance customer relationships by creating a personalized, seamless, and always-available 24/7 connection.

Wealth

We believe there's a new way to invest. That's why we're developing a goal-based investment model, bringing users closer to banking services in a more intuitive and familiar way.

Onboarding

We eliminate friction in customer onboarding, making the process fully digital and effortless.



Public Web

We have seamlessly integrated public and private spaces into a single channel, enhancing customer insights and optimizing product offerings strategically.

Home Banking

We deliver solutions that streamline user operations while unlocking new growth opportunities for our clients.

OpenYoung

We developed an innovative model to bring financial education to young people, teaching them the value of saving through an engaging, gamified experience.

Retail Product Financing

The bank isn't selling products—it's providing customers with the best way to finance them. Our API layer connects multiple retailers, transforming them into a customer-centric ecosystem.

Automatic Advisor

Globant contributed to the development of a Robo Advisor, a semi-automated investment advisory service launching in partnership with BlackRock, redefining the future of investing.

About **Globant:**

At Globant, we create the digitally-native products that people love. We bridge the gap between businesses and consumers through technology and creativity, leveraging our experience as an AI powerhouse. We dare to digitally transform organizations and strive to delight their customers.

- We have more than 31,200 employees and are present in 35 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others.
- We were named a Worldwide Leader in AI Services (2023) and a Worldwide Leader in Media Consultation, Integration, and Business Operations Cloud Service Providers (2024) by IDC MarketScape report.
- We are the fastest-growing IT brand and the 5th strongest IT brand globally (2024), according to Brand Finance.
- We were featured as a business case study at Harvard, MIT, and Stanford.
- We are active members of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit www.globant.com | Email us: globant-uk@globant.com

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