

# ACQUISITION MEANT CANADIAN BANK NEEDED TO CHANGE ITS NAME — AND ITS APP

## Industry

- Finance

## Region

- North America

## Solution

- Custom Application

Tangerine is a bank without branches. Customers do their banking at café locations, via telephone contact centers, through online banking and, increasingly, via smartphones. For Tangerine, that means a mobile app is an important part of their business.

Tangerine was launched as ING DIRECT Canada in 1997. In November 2012, it was acquired by Scotiabank. Along with the sale came the rebranding as Tangerine, a change that needed to be reflected in their mobile application.

But it wasn't just a reskin of an existing app. Around the same time, BlackBerry was preparing for the launch of BlackBerry 10. Not only did the bank need to rebrand their mobile app, they also needed to create a new app for BlackBerry's new platform.

We talked to Jay Mehta, Tangerine's Senior Infrastructure Architect, about the experience of working with BlackBerry on this shift and the success of the Tangerine BlackBerry 10 app.

### How challenging was it to change your name?

From a business point of view, the impacts were huge.

### How did BlackBerry help?

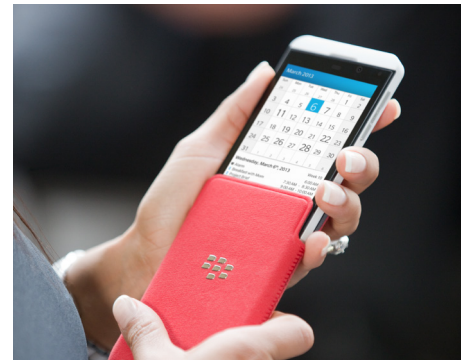
BlackBerry's Enterprise Solutions Team was amazing. They are a group of experienced BlackBerry senior enterprise developers and architects and they took the stress out of developing a new BlackBerry 10 app. They said, don't worry about the app, we'll deal with it. You just worry about getting an app ready. We'll deal with BlackBerry World, all the stuff behind you, the certificates. Everything else that had to happen — they dealt with it and we didn't have to worry about it at all.

### You developed a native BlackBerry 10 app. Why was that important?

We wanted to make sure that our clients had the same great experience with our app that they have with BlackBerry 10. Native was a way to make sure they have a high quality experience.

### How difficult was it to achieve the kind of app experience you wanted?

It was a new OS, so we had no idea what was coming. BlackBerry used their knowledge of the OS to give us a sense of what the optimal look and feel of the app should be — ensuring that our clients love to interact with us as much as they do with BlackBerry 10. They also spent a lot of time with us developing; helping us fix the kinds of problems that inevitably come up as you develop a new app on a new platform. When we ran into problems, they got us answers quickly. We also got an early look at updates to the OS so that we were ready for it in our application.



## What has customer response been to the app?

We've had great response to our BlackBerry 10 app. Customers love it. The reviews have been really strong from the beginning and we've had thousands of downloads.

## How important has this project been for Tangerine?

Our mobile app is one of the parts of our business customers interact with the most. It has to work seamlessly, every time. Getting that kind of experience on a new app while we rebranded was a daunting proposition. Thanks to the support we received from BlackBerry we didn't just deliver a decent app — we delivered a great mobile experience for our customers.

### Quick Facts

- In November 2012, ING Direct was acquired and later rebranded as Tangerine, a change that had to be reflected in its mobile app
- Around the same time, BlackBerry was preparing to launch BlackBerry® 10, meaning that Tangerine didn't just need to rebrand its existing app — it also needed to create a new app for a new platform
- Thanks to support of BlackBerry, Tangerine launched its rebranded BlackBerry 10 app to strong customer reviews

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