



Downey Savings and Loan is a federally chartered financial institution with more than 100 branch offices throughout California. With over \$9 billion in assets, Downey Savings and Loan customers have access to a wide array of banking and financing services.

Background

Founded in 1957, Downey Savings has made a firm commitment to the technological advancements that have since permeated the banking and finance sector worldwide. Its first Web presence launched in 1996 and gave customers the opportunity to log on for various extended service offerings. As the Web and other technologies have evolved since then, Downey Savings has acted to maintain its own high standards of service, access, usability, valuable content and market penetration.

Insight

Downey Savings sought to develop a more extensive Web presence that, among other upgrades, offered a functional, user-friendly auto loan application. The company chose to create a partnership with Zinc Solutions in part because it was intent upon beating other regional institutions to market with this offering.



Actions

Create a solution. Leveraging Downey Savings' existing brand identity, Zinc Solutions designed a new user interface for the company's Web site, including a highly intuitive navigational layout. Key to the new design was making the Online Auto Loan link significantly more visible than it had been in previous iterations of the site. The new Web interface also enabled Downey Savings' online customers to enjoy a more convenient experience.

Implement cutting-edge technology. In a sector where information changes daily, enriching a site with scalable, secure, efficient technology was absolutely essential. Zinc made use of breakthrough technologies to satisfy this need, ensuring that the thousands of customers who log on to Downey Savings' Web site each day can do so with the knowledge that the information they send and receive is secure and up-to-date.

Results

Thanks in large measure to the work of Zinc Solutions, Downey Savings customers have online access to a range of traditional banking services, as well as new features that utilize the networking power of the Internet.

Zinc's quick delivery of this project made Downey Savings one of the first major banking institutions in Southern California to offer online auto loan services. Furthermore, the infrastructure upon which the site was built enables Downey Savings to build future Web-based services as they develop.

Our Company

Zinc Solutions is an Internet professional services firm. By delivering an integrated set of services including, business strategy, creative design, technology and project management ZINC effectively creates and implements innovative solutions that help companies realize their vision to build stronger, more profitable relationships with their customers, business partners, and employees.

For more information, please contact sales@zinc solutions.com
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Service Bullets

User Interface Design

Information Architecture

**Custom Application
Development**

Web Development