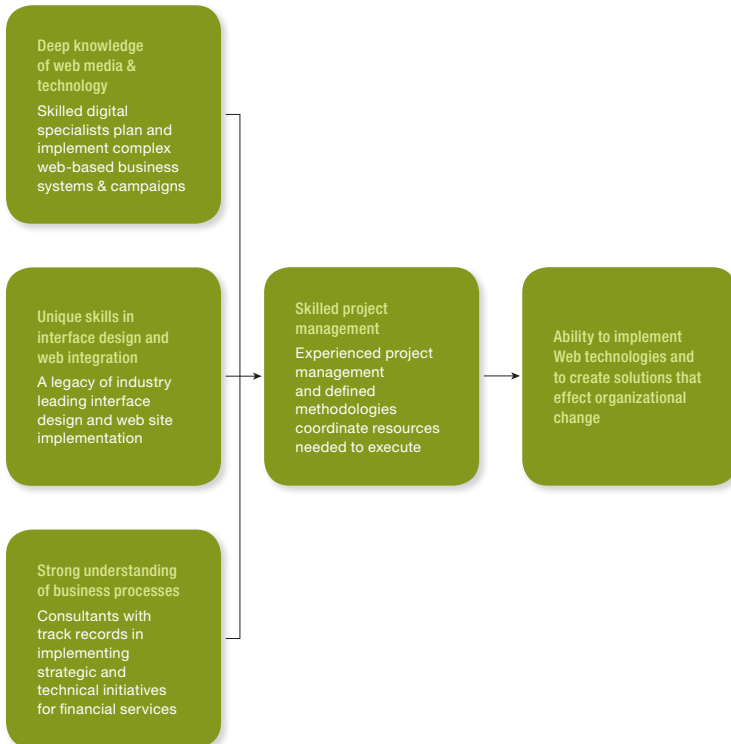


Financial Services

Financial services firms that exert true leadership in customer loyalty, combined with cost-effective delivery, adopt a strategic approach to integrating their digital channels. In today's complex world, customers, employees, and shareholders are more informed and demanding than ever. You must deliver a higher standard of customer experience just to stay in the game. Beyond that, you must deliver transactional capabilities and real-time information across more channels than ever.

Whether your focus is banking, brokerage, investment services, insurance, or asset management, your customers want to effectively maximize their assets while mitigating their risk. This shifting migration online demands that your organization be ready to deploy your digital initiatives rapidly. Moreover, merger integration, industry consolidation, and regulatory scrutiny make it more vital that you deliver a unified brand presence across all touchpoints.



Taking Stock

To create a meaningful online experience for your customers, employees and partners, Avenue A | Razorfish helps you understand their needs, while being mindful of your strategic goals through every interaction. What are the users' priorities? How can you link their needs and preferences to your objectives and offerings? Based on this analysis, we'll help you create a solution that delivers everything your users want: real-time data with rich visualization, targeted communications and tools, transactional capabilities, collaboration, and self-service applications. Avenue A | Razorfish solutions begin with unique customer insights.

- User Research
- Customer Segmentation
- Persona Development & Mapping

HIGH YIELD SOLUTIONS

As an industry pioneer, Avenue A | Razorfish has over ten years' experience developing web-based systems and integrated digital marketing campaigns for Fortune 1000 companies. Each financial services engagement is staffed by consultants with deep industry experience with leading players like Citigroup, T. Rowe Price, Capital One, Prudential, PNC Bank and Merrill Lynch. Avenue A | Razorfish solutions map to strategic business objectives, and rigorous analytics are applied to continually measure and optimize results.

Online Products & Services

- Transactional Websites
- Self-service Applications with Personalization/Customization
- Trading Platforms with Rich Internet Applications
- Wealth Management: Broker/Advisor Workstations
- Online Banking & Brokerage Tools
- Real-Time Data & Tracking

Digital Marketing

- Digital Marketing Strategy & Planning
- Online Advertising (Planning, Buying & Creative)
- Email Marketing & eCRM
- Search Engine Marketing
- Viral Marketing & Social Media (microsites, blogs)
- Analytics, Tracking & Optimization

Intranets + Extranets

- Portal Design & Development
- Governance
- Post M&A Site Consolidation, Standardization
- Services-Oriented Architecture
- Collaboration Tools
- Trust Identity Solutions, Single Sign-On

Content Management

- Content Development & Functionality
- CMS Implementation & Maintenance
- Publishing Process/Workflow
- Taxonomy Management & Guided Navigation
- Compliance Management – Section 508, Sarbanes-Oxley

Contact Us

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