



Investment Advisor Online Strategy

Teaming in-depth industry knowledge with user experience expertise

Challenge

One of Canada's top banks operates a subsidiary Mutual Fund operation under a different brand, targeted at the independent financial advisor channel. They sought IBM's help to facilitate the articulation of a vision and web strategy, ensuring alignment and integration with other channel strategies.

Solution

Along with key client stakeholders we defined a vision that would increase financial advisor engagement and make the client more competitive. To help the Executive Management Team better understand the competitive landscape, we performed a focused market scan analyzing the online offerings of various competitor mutual fund companies. We also evaluated the client's current offering and capabilities and compared them to market leaders, mapping out where the client stood in the competitive landscape. Leveraging this information, we worked with the client to align market needs and internal priorities to determine desired strategic capabilities and where, when, and how to devote scarce resources to developing these capabilities. We balanced business needs with user needs by interviewing users and potential users to establish User Personas and Scenarios and determine market preferences.

Results

At the end of the strategy phase, we were able to assist the client in:

- Determining the desired future state (supported by an internal buy-in process) and provided an understanding of strategic capabilities required to support this future state
- Developing a web implementation plan built on solid business and deep customer experience strategy with functionality and interactivity that supports the business objectives of the site and effectively addresses the needs and wants of the users
- Developing a robust and scalable solution for the technical environment that is integrated with strategy and design components
- Producing a 3-year strategic roadmap to allow the client to begin implementation within a six-month timeframe

The client is currently in the process of implementing the solution.

