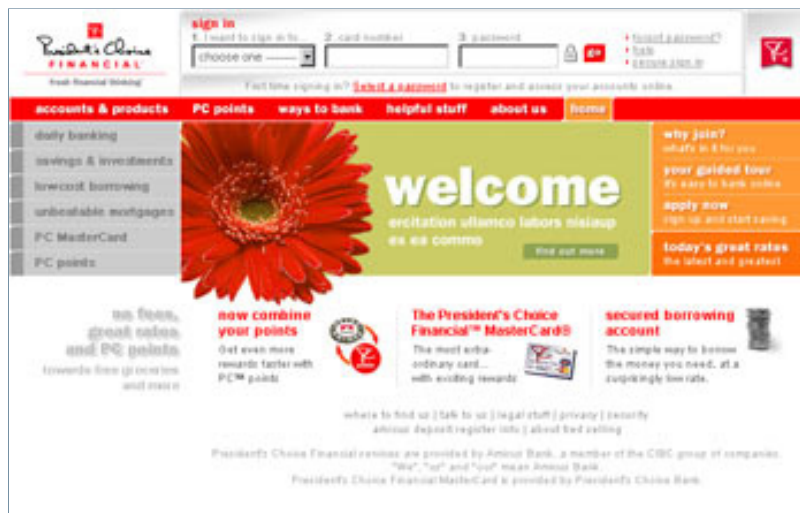


# IBM CUSTOMER FACING SOLUTIONS

## President's Choice Financial (PCF)

Intuitive online banking with a facelift and restructuring

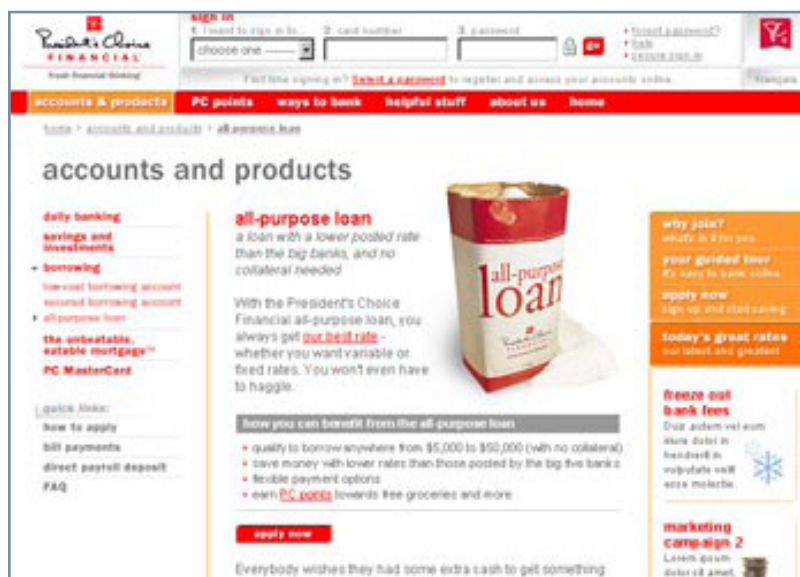


### Challenge

President's Choice Financial (PCF) wanted to increase customer applications for both financial products and registrations for online banking. To accomplish this, they wanted a visually dynamic marketing site that was in keeping with the PCF brand. In addition, PCF also wanted to rise in the Gomez rankings from 12th to 6th place.

### Solution

Working with PCF's marketing team, we restructured and redesigned their marketing site, and created an integrated look and navigation for on-line banking, PC Points, and PC Mastercard. With a tight timeline and multiple customers involved, the team built the site in a modular manner so that it could be repurposed for new "marketing banks" that were being rolled out in the U.S.



Our team also developed an interactive and educational Flash demo to present features and benefits in a way that appealed to the target audience. The demo demonstrates online banking to customers by showing a preview of their online banking experience.

### Results

Results on the site showed that PCF rose in the Gomez rankings from 12th to 4th surpassing even the client's expectations. Sign-ups for the PC Points rose 200% in the first year. As a result of these successes, PCF engaged our team to provide a face-lift for their transaction site, and enhancements and development of other sites.

<http://www.pcfincancial.ca/>

