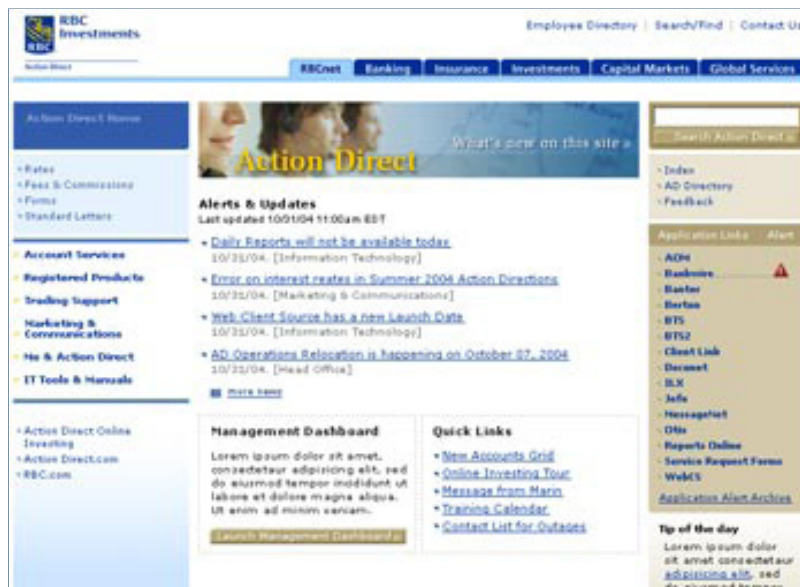


IBM CUSTOMER FACING SOLUTIONS

RBC Action Direct Intranet

Providing an efficient intranet for a call centre team



Challenge

Action Direct wanted to streamline their intranet to be the first point of reference for all Action Direct employees by providing them with the tools and information to make their jobs easier, and reduce risk and exposure by ensuring information is up-to-date and consistent across the business.

Solution

Working with the Action Direct team, we began interviewing Investment Service Representatives (ISRs) and Operations personnel to gather user requirements. Next, we performed a content assessment involving an inventory of the site, and a page-by-page assessment of the content to determine rewrites, reformatting, or deletion. Based on the content assessment, and using RBC interface design standards, our information architect developed an information architecture and wireframes that were then tested by end-users.

Results

Our team's focus was on ease-of-use and creating an intuitive navigation systems and it shows in the finished product. Action Direct employees can now find information quickly and serve their customers better. The client team is very satisfied with the outcome.

