



Consultancy Services

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Introduction

In today's challenging yet increasingly restrictive market environment, the issue of cost effective and speedy problem resolution is of paramount importance to any if not all financial services providers.

Over the years Mapa have been pleased to be involved with many different companies, helping them to find solutions to both strategic and tactical online problems. The purpose of this document is to explain the approach as well as highlight examples of problems and solutions provided.

The examples used are intended to stimulate discussion. As such we would be more than happy to discuss for free any problems you may feel might benefit from our experience and expertise.

Summary of services

Typical Client Issues:

From our experience, client challenges usually fall into two broad categories:

Problems associated with new initiatives

- Entering a new market
- Taking up a new role or responsibility
- Attacking a new segment

Issues related to planned enhancements

- Repositioning of offer in market
- Overhaul of offering, processes or online applications
- Global best practice in account opening
- Improving current offering; worldwide comparisons

The Mapa Approach:

In order to help clients meet these challenges, Mapa will:

- Define the problem with you
- Identify appropriate methodologies
- Create a structured proposal with clear deliverables, timescales and costs
- Use process maps, screenshots, simulate customer journeys within logged in areas and / or public sites
- Create actionable reports with clear recommendations
- Produce highly prized and stimulating presentations supported by informed comments

Why Mapa?

No one has more understanding of the global online financial services world.

No one has a more complete set of analytical tools to better capture competitor insight across sectors around the globe.

Mapa staff have 30+ years of online internet competitor intelligence experience.

No one has access to so many personal retail financial services accounts – 100 from around the world and growing fast.

2 Case studies: New initiatives

Case Study 1: *New market entry*

Client situation:

A UK based multi-product provider wanted to target a new market segment to increase their market share – this needed to be done quickly and on a limited budget.

Mapa application:

Using the proven “6P’s” methodology that identifies key site tasks based on 6 different visitor modes, Mapa evaluated the client’s site and benchmarked it against 15 core competitors on more than 30 separate measures.

Project deliverables:

- A best practice checklist – in each evaluation category recommendations were provided for site implementation
- A summary presentation illustrating the key points, containing screenshots and application maps
- Individual site reports for each competitor site evaluated

Client actions:

The client has successfully added a new market segment to their core offering. They now have an undisputed market dominance in their key markets, improving profitability. *Results to date show a 33% up lift in new business against plan.*

Case Study 2: *Winning investment for new site*

Client situation:

A new appointee at a specialist retail bank wanted a complete review the current online offering. The existing site did not meet visitor needs having become disjointed and difficult to manage.

Mapa application:

An initial site audit, followed by comparisons with a range of key competitors. A critical comparison was segmentation analysis – it was vital to understand how key competitors segmented their offerings and how they positioned their products and services.

Project deliverables:

- A segmentation audit and analysis
- Recommendations for quick win improvements
- A blue print for a new website based on current best practice
- Recommendations and considerations for the next 5 years, ie. How to exceed current best practice

Client action:

The client produced a strategic paper and detailed business case request that received full board backing. Several quick wins were immediately applied to the site. *Subsequently customer advocacy has risen to an all time high of 98%.*

Case Study 3: *Applying global best practice*

Client situation:

A European retail bank wanted to sell more products and services to existing customers, ie. Within the secure internet banking environment.

Mapa application:

An audit of existing sales techniques being used on the bank's internet banking platform was performed. Mapa identified gaps and provided a list of "Top 10 Selling Opportunities" based on learnings from other retail banks around the world.

Project deliverables:

- A summary report containing the "Top 10 Selling Opportunities", illustrated with screenshots of how these techniques were being deployed by other banks.
- A face-to-face presentation was also provided that allowed the client to ask questions of Mapa consultants

Client actions:

The client has implemented a series of enhancements that have led to a substantial increase in customers' multi-product holdings. *The average customer product holdings have increased from 1.2 products per customer to 1.5, representing a 25% uplift and all time high.*

Case Study 4: *Online application overhaul*

Client situation:

An international retail bank needed to overhaul and rebuild their online current account application and the offline opening process due to poor conversion rates.

Mapa application:

Mapa audited and compared the client's online application customer journey and offline processes with a range of retail banks in 5 different countries. Strengths and weaknesses were identified. Recommendations for the new site / process were provided.

Project deliverables:

A summary report and presentation, including:

- Online application maps
- Offline process maps
- Recommendations for new content and processes to provide a best in class customer experience

Client action:

The client delivered a state of the art account application on time and on budget. Conversion rates are now at an all time high, well ahead of their peer group. *The current sales run rate is 150% ahead of the previous year rate.*

About us

Mapa specialise in online and mobile retail financial services research.

We have a global reach and are experts in our field. We provide a range of services including:

- Competitor Analysis
- Competitor Dashboards
- Consultancy Services
- Insight Reports
- Mystery Shopping
- Research Credits

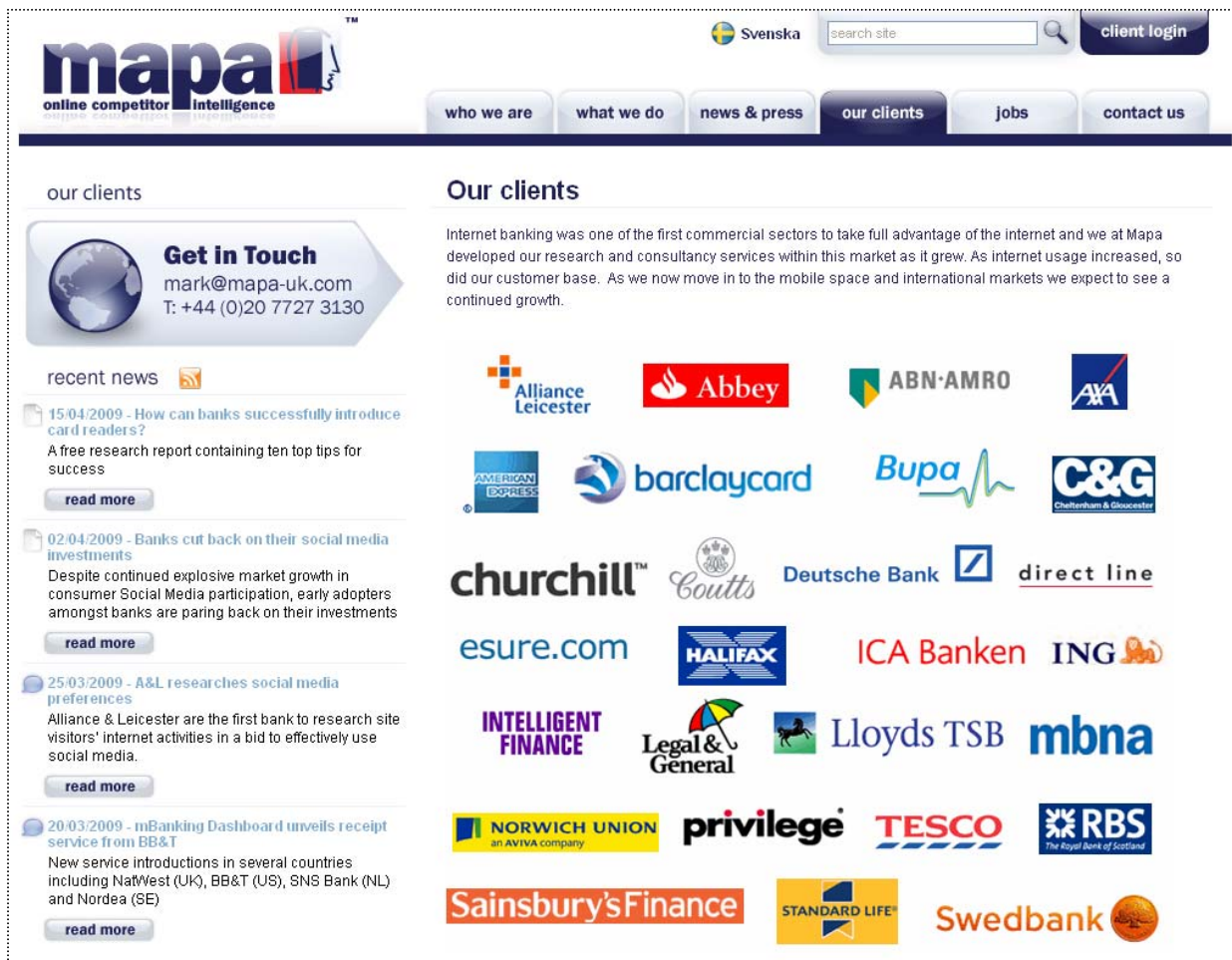
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The screenshot shows the Mapa website homepage. At the top left is the Mapa logo with the tagline 'online competitor intelligence'. To the right of the logo is a search bar with 'Svenska' selected and a 'client login' button. Below the logo is a navigation menu with buttons for 'who we are', 'what we do', 'news & press', 'our clients', 'jobs', and 'contact us'. The 'our clients' button is highlighted.

Below the navigation menu, there are two main sections:

- our clients**: This section features a 'Get in Touch' button with a globe icon, contact information (mark@mapa-uk.com, T: +44 (0)20 7727 3130), and a 'recent news' section with four news items, each with a 'read more' button.
 - 15/04/2009 - How can banks successfully introduce card readers? A free research report containing ten top tips for success.
 - 02/04/2009 - Banks cut back on their social media investments. Despite continued explosive market growth in consumer Social Media participation, early adopters amongst banks are paring back on their investments.
 - 25/03/2009 - A&L researches social media preferences. Alliance & Leicester are the first bank to research site visitors' internet activities in a bid to effectively use social media.
 - 20/03/2009 - mBanking Dashboard unveils receipt service from BB&T. New service introductions in several countries including NatWest (UK), BB&T (US), SNS Bank (NL) and Nordea (SE).
- Our clients**: This section contains a paragraph of text: 'Internet banking was one of the first commercial sectors to take full advantage of the internet and we at Mapa developed our research and consultancy services within this market as it grew. As internet usage increased, so did our customer base. As we now move in to the mobile space and international markets we expect to see a continued growth.' Below the text is a grid of logos for various financial institutions and companies, including Alliance Leicester, Abbey, ABN-AMRO, AXA, American Express, Barclaycard, Bupa, C&G, Churchill, Coutts, Deutsche Bank, Direct Line, esure.com, Halifax, ICA Banken, ING, Intelligent Finance, Legal & General, Lloyds TSB, mbna, Norwich Union, Privilege, Tesco, RBS, Sainsbury's Finance, Standard Life, and Swedbank.