

Problem =

Barclays were struggling to achieve the high conversion rates which existed for their second brand, FIRSTPLUS. The sites were developed and maintained by two separate creative agencies, so it was difficult for experiences to be effectively shared.

Challenge =

Equi=Media analysed the existing website from a number of key customer viewpoints by creating 'pen portraits' and conducting 'cognitive walk throughs'. Once this research had been conducted, critiques of the customer journey were detailed against each viewpoint.

Our approach =

Based on these user journeys, Equi=Media were able to identify improvements (prioritised into 'quick wins' and 'more advanced development') to the customer journey and tackle key requirements such as how to engage more effectively with their customers.

Equi=Media then compiled a business case so that Barclays could easily identify the impact these improvements would have on ROI.

The result =

Barclays worked with their creative agency to implement the strategies that were proposed.

Following these improvements, Barclays saw a sharp uplift in conversion rates.

