

## The Challenge

An Australian bank wanted to migrate customers to use self service information systems using internet technologies.

However they needed to overcome customer resistance to the take up of self service technologies.

## Key Points

- Significant increase in the take up of self service technologies
- Simultaneously cut costs to serve whilst improved service levels
- Robust customer centric design resulting in an easy to use, highly effective sales channel

## Our Solution

LimeBridge led the project and later acted as a subject matter expert to the other follow on global projects.

We used a customer facing usability development methodology to design an application that customers found easy to use. We assessed all possible barriers to adoption and used marketing, positioning and communication to overcome these.

## The Results

The resulting application was voted the best self service application in the Australian ATOM awards. 80% of customers assessed the application as easy to use.

The application generated sales conversion rates higher than the initial targets set.