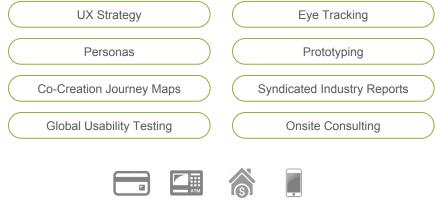
☑ ROI MOMENTS: CITIGROUP (Fortune #30)

SITUATION: In 2011, Citibank's Consumer Insights team was *very small* and lacked the skills to truly understand and improve User Experience. We partnered with them throughout their digital transformation, from 2011-2016.

ACTION: Global Digital Transformation UX Strategy, Research and Design

100+ Projects (Cards, Bank, Mortgage, ATM, Mobile, Investments, & more.) **9 Countries** US, Mexico, Brazil, Colombia, Singapore, Hong Kong, Finland, Poland, and Australia.





BUSINESS IMPACT: DOUBLE DIGIT

- Increase in customer efficiency
- Reduction in costly errors
- Increase in NPS

CAPABILITIES



