

# 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.)

UX Strategy

Personas

Co-Creation Journey Maps

Global Usability Testing

## 9 Countries

US, Mexico, Brazil, Colombia, Singapore, Hong Kong, Finland, Poland, and Australia.

Eye Tracking

Prototyping

Syndicated Industry Reports

Onsite Consulting



# BUSINESS IMPACT: DOUBLE DIGIT

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

