

hub.

HUB BRANDED CONTENT CASE STUDY



RBS

Campaign Overview

Background

RBS Marketplace is an online foreign exchange and money market electronic trading platform. RBS planned to update this award-winning software, implementing changes to both the interface and the functionality.

Challenge

RBS were looking for an innovative way to promote their new improved electronic trading platform whilst also educating their clients

on how the updated version would work. They were concerned as the old platform would be switched off on a Friday and the new platform would be loaded up on Monday morning.

This represented the key challenge as RBS were concerned that the platform switch over would firstly present their users with downtime issues as they learn the fundamental interface design changes of the new platform and secondly, create an unmanageable level of increase in call flow through to their telephone support service.

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Contact & Support

RBSM support is available 24 hours/day, Monday to Friday

rbsmsupport@natwestmarkets.com

[Further contact details and information](#)

Solution

To meet this challenge we employed a channel shift strategy. We aimed to reduce the impact of the problem by providing an online solution rather than a telephone support solution. Channel shift is the notion of reducing the cost of a customer transaction: Face to face transaction - £8.33, Telephone £2.83 moving this to online £0.15.

To enable this Hub created a sixty-second web commercial, to promote the platform to new customers and a video to highlight the changes. The commercial was a huge success, airing throughout RBS offices around the globe and in all external web communications



15p

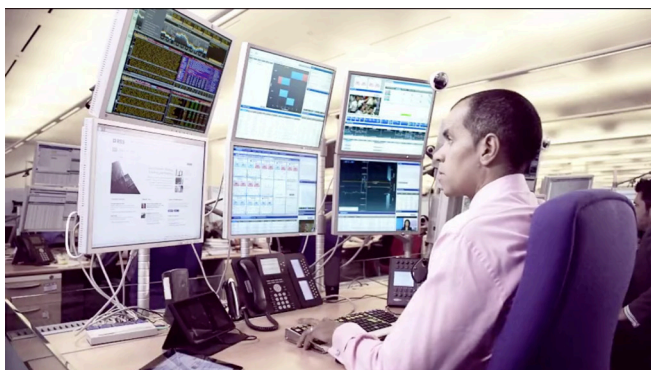
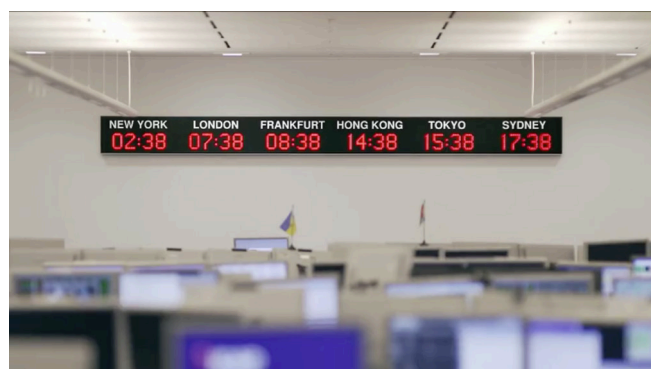


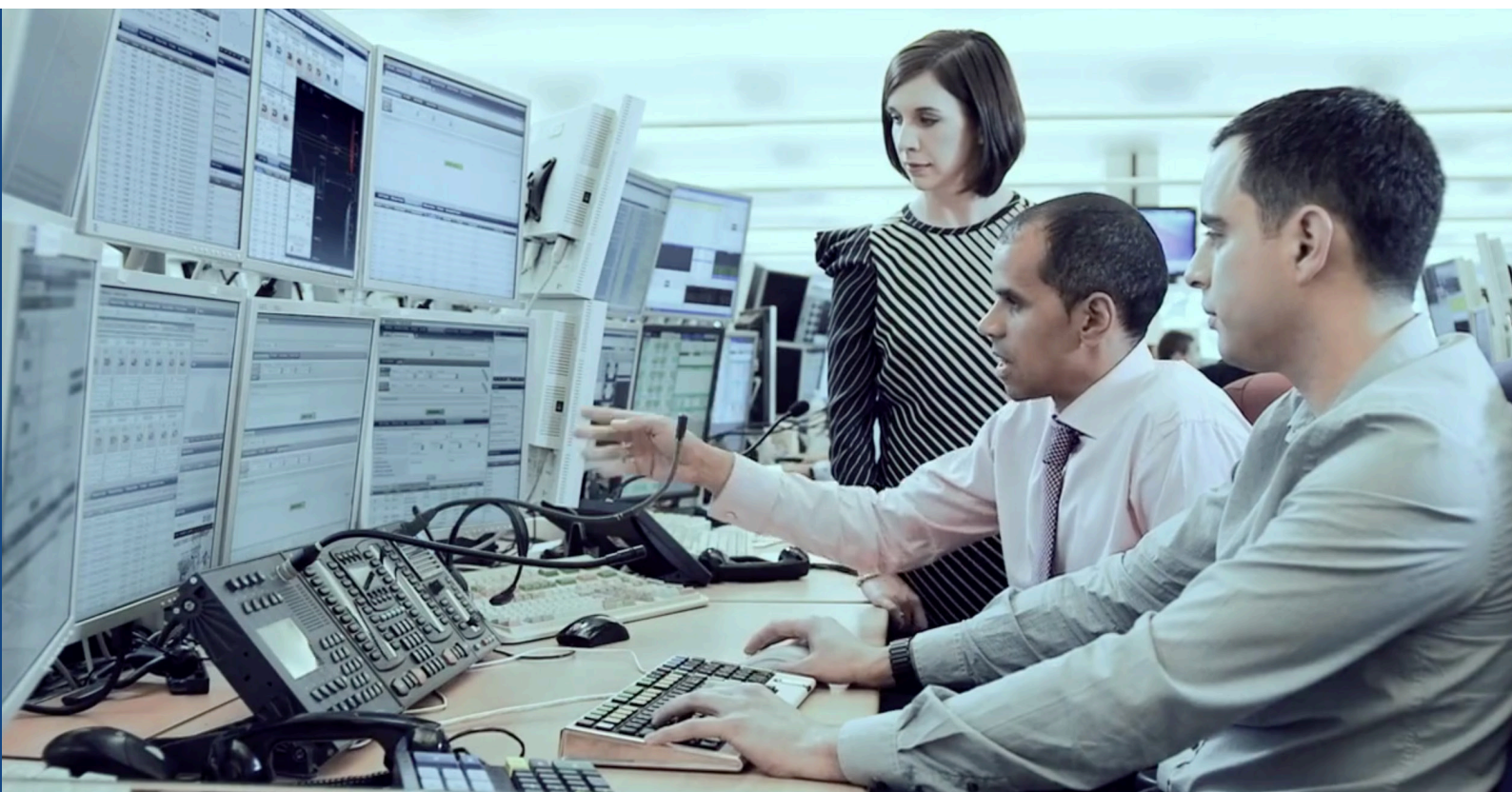
£2.83



£8.62

Please click below to play RBS Marketplace commercial:





Please click image above to play RBS Marketplace Client Testimonial.

“

We used the commercial to give people a teaser of what is going to happen. We used that in our lobbies and all the television we have in our offices worldwide. So if you came into an RBS office anywhere in the world you were exposed to this commercial. It build up a lot of momentum in what we were doing.

Global Head of FICC Product Management, Managing Director, E-Commerce at RBS Markets

To educate existing customers we collaborated with the RBS Marketplace support team to identify the six most frequently asked questions about the platform. We then created animated explainer videos to answer these specific questions.

When the FX traders logged into their platforms they were played an over-view video to detail the key updates of the platform. This then led them to an interactive video player where they could self-select the anticipated frequently asked questions videos.

The campaign was a success and RBS Marketplace launched to wide acclaim picking up two industry awards in its first 6 months of go live.



“

The video for the training were highly successful because it reduced the number of phone calls we were getting from customers. We have 1000,s of customers but hundred of salespeople so we weren't able to handle the inflow and we couldn't have them going to other banks to do their trading.

Managing Director, E-Commerce at RBS Markets



FOR FURTHER INFORMATION

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