

Apply modern content approaches to diverse financial contexts.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to banking and finance.

BENEFITS



Faster digital transformation



Reduced legal risk



Higher customer satisfaction

SAMPLE PROJECTS + NEEDS

Whether you're trying to improve satisfaction, align customer experience across channels, or innovate with AI, content is critical.

- ▶ Deliver the right content across the customer journey
- ▶ Improve personalization impact + scale
- ▶ Set + implement content standards
- ▶ Test effectiveness of content with specific customer segments
- ▶ Optimize content for search engines + other channels
- ▶ Modernize approaches to customer communications
- ▶ Improve content consistency with your brand + legal compliance
- ▶ Implement AI + modern tech for your content operations
- ▶ Define content vision + strategy for a new product or offering
- ▶ Establish intelligence + reporting about content impact
- ▶ Apply plain + inclusive language at scale

SAMPLE CLIENTS



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"CONTENT SCIENCE MADE US THINK DIFFERENTLY ABOUT CONTENT – NOT JUST ME, BUT EVERYONE INVOLVED."

Ray Killebrew, Equifax



CONTENT SCIENCE

Insight • Idea • Implementation • Impact