



INTUITIVE CONTENT ARCHITECTURE BUILDS BANKING CUSTOMER LOYALTY

The Royal Bank of Canada improves its RBC Rewards program by making it easier for customers to redeem points.

CLIENT Royal Bank of Canada LOCATION Toronto, Canada WEBSITE www.rbc.com INDUSTRY Finance

CHALLENGE

Royal Bank of Canada (RBC) wanted to boost customer loyalty and build new business by improving its Visa RBC Rewards program. RBC Rewards has three levels of Visa point earners: Avion, Signature and Gold. The new program needed an updated catalogue that would allow everyone to effortlessly browse products, view points and redeem them for top-of-the-line products.

APPROACH

Akendi restructured the catalogue search function of the RBC Rewards website to make it easier for customers to find products. By developing a new content strategy and revising the content architecture Akendi made the product organisation effortless and intuitive for customers to use.

IMPACT

Avion, Signature and Gold members are redeeming more RBC Rewards points than ever. RBC's Avion Rewards Card stands out in particular, being named one of Canada's best in 2014.

SERVICES RENDERED



STRATEGY
UX Strategy
Competitive Analysis



RESEARCH
Stakeholder Research
User Interviews



DESIGN
Information Architecture
Interaction Design
Visual Design



TESTING
Usability Testing