

ICICI Prudential PMS



A service by ICICI which is India's largest private sector bank provides Portfolio Management Services for investors.

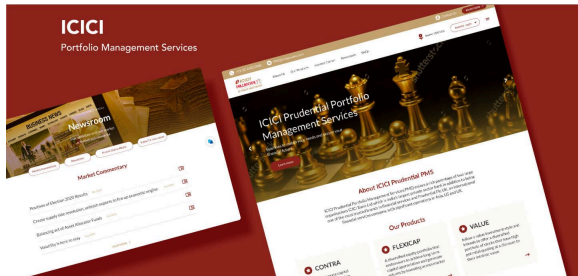
Project Overview

ICICI Bank, India's largest private sector bank, sought to overhaul the digital appearance of its Portfolio Management Services (PMS) in order to provide a positive online experience for potential investors.

Challenges:

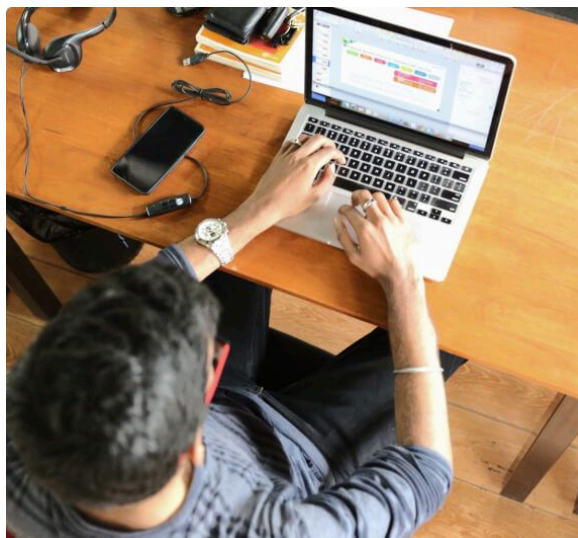
- Developing a user-friendly website that incorporates the context and important information that currently exists.
- Creating designs that reflect the mission, beliefs, and standards of the firm.
- Using graphical components to communicate with users and explain the various products offered by the company.

Portfolio Management Service Redesign



Client speak

“The rebranding of our website enabled us to present our portfolio in a unique way, attracting a large number of investors and people interested in learning more about our products.”



Solutions we offered

ICICI's Portfolio Management Services (PMS) required a website that demonstrated the value of its offerings to prospective investors.

With this in mind, we were able to determine exactly what clients would be looking for and expecting from the website. We built a design that provides an easy and pleasurable experience by keeping a simple yet attractive layout with the already existing content.

Along with a tidy and clear layout, we included a touch of iconography, consistent design elements, and photographs to assist put the content on the website into perspective.

The designs were also created in such a way that they may be simply translated for mobile phones and tablets.

How did our solutions help?

Our web design has played a significant part in ICICI's promotion of its Portfolio Management Services (PMS). The fresh and consistent visual elements have played a huge role in achieving this feat. Furthermore, the website's usability on all devices was quite helpful.

ICICI Prudential - PMS for Investors



For ICICI Prudential PMS, the redesigned and rebranded website improved a number of indicators, including:

1. Increased investor registrations on the PMS platform.
2. User engagement on mobile devices has been on the rise.
3. There has been an increase in the number of people asking for PMS products.
4. The amount of time people spend on the website has been steadily increasing.
5. The website loaded significantly quicker than its competitors.

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

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