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technologies

Powering Customer Intelligence  
A Speed-Trap Company

# Fortis boosts web business with Celebrus

**Fortis credit4me reports 25% growth in customers completing web loan applications with Celebrus' new customer insight software.**

## Informed Marketing Decisions

Fortis credit4me, the German Retail Business Unit of Fortis, the international provider of banking and insurance, reports a 25% increase in the number of customers completing their online loan applications, following their implementation of Celebrus' unique customer insight software. The software licence provided by Arcade e-Business, one of Celebrus' European distributors, enabled Fortis to monitor its customers' online behavior and experiences so it can make calculated and informed marketing decisions. Of its results with Celebrus, Fortis credit4me director of direct channels, Liesbeth Rigter states,

*"Following our partnership with Celebrus and our amendments to our site processes in the light of their discoveries, we have been able to detect improvement possibilities up to a 25% increase in the numbers of those starting an online application with us actually completing the process to become a customer."*

## Award Winning Company

Since their foundation in 1990, when N.V.AMEV and VSB merged their operations, Fortis has been continually strengthening with a series of takeovers. The company, who rank among Europe's top 20 financial institutions, hold a presence in over 50 countries world-wide. In recognition of its work, Fortis has won numerous awards, including the 2007 Euromoney Award for Best Bank in Belgium and in Luxembourg, The Banker's Belgian Bank of the Year Award, 2006, and the MAPIC Award for the innovative credit4me Retail formula, in 2006.

## Cross Channel Comparisons

Rigter comments,

*"We originally launched into the German market in July 2006 without any customer insight software - we could see how many 'hits' we had on the site and little more. It became clear that we needed software to analyse our online customers' behavior and compare this to their activity in our other channels."*

*"With Celebrus, we have full visibility of our customers' routes through our site and any bottlenecks, thereby allowing us to remedy any technical issues. From a marketing perspective, we are able to see where visitors have come from - such as*

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Liesbeth Rigter,  
Fortis credit4me  
Director of direct channels

*via a search engine, an affiliate partner or an advertisement on another site - and also specifically which marketing propositions within our site have the greatest effect."*

## Functionality Improvement

Fortis has primarily used Celebrus' software to analyse the sales channel and pre-empt issues. For instance, repeated data entry problems indicated a lack of clarity on the data entry form. Rigter comments,

*"Seeing so plainly what errors are being made allows us to question why there seems to be a lack of comprehension - why do our visitors fail to check a certain box or see a certain link?"*

*This enables us to edit the functionality of the website wherever we see inconsistencies - ensuring consumers will trust us*

Because customers are individuals

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*as a reputable brand that delivers what it promises."*

### Increase Our Customer Conversion Rates

Rigter continues,

*"We have specifically seen benefits from monitoring and reviewing our data entry. Celebrus showed us that customers would become suspicious at being asked for certain information very early on in the process and consequently would not fill in the rest of the data entry form – resulting in a failure to complete. Even changing the simpler aspects of data entry which Celebrus highlighted has resulted in increasing our customer conversion rates."*

### A Single Implementation

Rigter concludes,

*"The main advantage we have found with Celebrus is that their technology does not require us to be specific in which parts of the site we monitor – we can monitor every inch of the site in a single implementation. This allows us to see problems throughout the whole site, and crucially not just where we expect them. As a result, we have been able to improve many technical issues that we simply did not realize – were there."*

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