

## Lloyd's

**Company:** Lloyd's

**Industry:** Insurance

**Solution**

- The EMC Consulting team designed, built, and implemented a new website for Lloyds
- EMC Consulting delivered an intuitive user experience
- Transformed Lloyds.com from a static website into a primary information source driving repeat business

**Deployment Environment**

- Supplier-neutral web technology

## Lloyds.com becomes central information hub to the global insurance industry

### Company Profile

As the world's leading specialist insurance marketer, Lloyd's success hinges on providing an authoritative, up-to-date position to the global insurance community. The organization's website—Lloyds.com—is a vital information source, providing quality market intelligence to a broad audience in real time.

### Challenge

Static content and a poor brand experience meant that the market was not treating Lloyds.com as a primary source of information by the market. Lloyd's recognised the need to revamp its website with a platform capable of supporting exponential increases in traffic and on-going developments.

### Solution

Working closely with Lloyds, EMC<sup>®</sup> Consulting\*, part of EMC Global Services, designed an intuitive user experience and introduced dynamic news feeds to transform Lloyds.com from a static website into a primary information source.

To ensure the new site was a success, the EMC Consulting team became an extension of the Lloyd's web development team for the duration of the project. This ensured that the EMC team was fully immersed in Lloyd's' business and had a thorough understanding of the end-user requirements. The EMC team included a testing expert and creative, technical design and user-experience specialists.

### Highlights

- The new website is built on supplier-neutral technology, giving Lloyd's more control over the future development of the site.
- The development team ran the project using Agile methodology, delivering the solution on budget within a record 15 weeks.
- New functionality enabled near real-time Dow Jones news feed comprising company news, weather and catastrophe news, world economic indicators, and global indices.
- The diverse Lloyd's audience now have up-to-the-minute information specific to their industry making it much easier to filter breaking news and track relevant world developments.

### Results

The website has a more intuitive page layout with better labelling and signposts making it easier to find information. A new search engine means that enquiries to the helpdesk have dropped by approximately 35% since launch, showing that users are finding information more easily. Visits to the Dow Jones stories carried on Lloyds.com have grown by 400% since launch. To make it easier for visitors to access useful information, the site glossary, FAQs and site map have also been enhanced. The number of visits to the site pre-launch compared with post-launch has shown a 27% increase and page views have increased by 35%.

\* EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

“The results so far have been fantastic—we set out to re-position the site as the primary information source for the specialist insurance market and that is what we have done.”

**Jo Scott**  
Senior Web Manager, Lloyd's of London

**LLOYD'S**