



## CLIENT NAME: BB&T

BB&T is one of the largest financial services holding companies in the U.S. with \$221.9 billion in assets and market capitalization of \$29.0 billion. Based in Winston-Salem, N.C., the company operates 2,249 financial centers in 15 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services.

## CHALLENGES:

Macy's needed to upgrade their website and create a better customer online experience with an easier, streamlined buying process. Also, Macy's was struggling with pricing discrepancies of that on their website versus that in store, causing a number of different legal troubles that were costing the company a significant amount of money.

## SOLUTIONS:

Akvarr helped Macy's by working closely with the marketing team that took customer feedback from their website, as well as feedback from competitor's websites, and leveraged that information with the development team to create a better customer buying experience. Akvarr also helped Macy's create several APIs to ensure the pricing on the website was consistent with that in store, so as to not suffer from any more legal issues.

## RESULTS:

Upon completion of phase one of this project, Macy's saw an increase in customer satisfaction and retention, as well as a decrease in pricing legal matters, which resulted in millions of dollars saved due to lawsuits.