



CLIENT NAME: JG WENTWORTH

The J.G. Wentworth is a diversified consumer financial services company focused on providing direct-to-consumer access to financing needs through a variety of solutions, including: mortgage lending and refinancing, personal and business lending, annuities and structured settlement payment purchasing, and prepaid cards.

CHALLENGES:

JG Wentworth needed to upgrade their website and tailor their marketing efforts to individual customer's buying habits. Also, they were struggling with customer satisfaction of the website in terms of lag times and functionality across all end user medium, including tablets and smart phones.

SOLUTIONS:

The existing site lacked cohesiveness and was all managed through an old legacy content management system, making it cumbersome and time consuming which resulted in a poor viewing experience on mobile and tablet devices. Akvarr helped JG Wentworth by working closely with the marketing team and different IT departments including development and testing, to make upgrades to the Sitecore website. Based off of end user buying habits and recent searches, we were able to tailor specific content messages to each individual to increase the likelihood of turning those browsing customers into actual leads. The firm needed to revamp their website and mobile site to more effectively position and market their company to prospective customers. We set up a multi-tier architecture and improve product search filtering that resulted in better online content management via Sitecore with faster and more efficient business workflow. The successful results included a new internal web portal site used to communicate with thousands of customers nationwide and a mobile/tablet app to enable easy access to sales information, and a unified, responsive external website to replace multiple public-facing sites to communicate with several key external audiences

RESULTS:

After completion of this project, JG Wentworth noticed an increase in website driven customer leads, as well as an increase in customer satisfaction of the site. This is in part due to optimal performance across all end user medium as well as a decrease in the sites load times by 40%. This lead to increase in valid sales lead by 55% and reduction in defects by 20% and increase in mobile and online user traffic by 14% in first 6 months of launching revamped website.