

Project Report

My kingdom for a good website!

The consultancy firm Primecoach did not have a lot of time to play with: its potential clients in the fund management sector had to publish easy-to-understand Key Investor Information Documents (KIIDS) in the blink of an eye. Primecoach was offering the perfect solution with its KIID Generator, which can automatically author and update KIIDs in a variety of languages. But how could its clients be made aware of the new product?

The Project at a glance



- Close coordination between the partners involved in the KIID Generator (Primecoach, CLS Communication and Swisscom IT Services Finance AG) was ensured
- Project information was gathered and presented in clear and simple language
- Content was prepared for the website using relevant key words and effective calls to action
- The draft website was discussed and approved at a meeting involving all project participants
- The website www.kiid-generator.com went live within six weeks of the order being received in writing

THE CHALLENGE

The following four aspects made the project particularly challenging:

- Time pressure: the website had to go live quickly
- Coordination: the interests of all three project partners had to be weighed equally
- Complexity: the website had to provide a clear and concise description of the extensive specialist, technical and linguistic expertise of the three partners
- Web usability: in order to get noticed on the net, the website had to consistently meet users' needs and be search engine optimised

THE SOLUTION

CLS Communication appointed a team of three experienced employees to implement the project:

- A project supervisor, who was the point of contact for the three partners and produced the draft concept
- A project manager, who carried out all the administrative tasks and ensured that deadlines were met
- A PR copywriter, who wrote the website content, coordinated the flow of content between the partners and chaired the final meeting

BENEFITS

- Primecoach outsourced the task of preparing its specialist texts for the website to CLS Communication
- Its coordination and administrative workload was kept to a minimum
- The company received a website that was search engine optimised with concise, clearly written text
- Primecoach launched www.kiid-generator.com on the market on schedule

Client feedback

"CLS Communication is an expert in the reading behaviour of financial services clients. The CLS employees had an excellent understanding of how Internet search engines work. The company has impressive resources in terms of personnel and technology. The quality of the Primecoach KIID Generator website was significantly enhanced thanks to CLS Communication.

Working with CLS as a linguistic partner was an enjoyable experience and offered us reliability and great flexibility."

Marco Chinni, CEO Primecoach GmbH

ABOUT PRIMECOACH

Primecoach GmbH is an independent consultancy firm specialising in the fund and asset management industry. Primecoach's experienced employees understand the needs of their clients and the applicable regulatory requirements, having worked intensively for many years with the European fund market and European regulations. Its systematic regulatory monitoring enables Primecoach to identify risks and opportunities at an early stage, which generates high added value for its clients.

ABOUT SWISSCOM IT SERVICES FINANCE AG

The Finance division of Swisscom IT Services advises financial clients on the implementation of IT solutions. It designs, implements and operates industry-specific standard systems and customised solutions for around 190 financial services providers, and ensures the smooth operation of the KIID Generator from a technical standpoint.

ABOUT CLS COMMUNICATION

CLS Communication is a globally active provider of professional language services to clients in the banking, finance, insurance, telecommunications, life science and legal sectors. The company has an international network of approximately 600 in-house and over 2,400 external language experts and uses state-of-the-art technology. With this global presence, CLS can offer its clients a round-the-clock service for writing, editing and translating their texts.

Your partner of choice

For further information please contact us:

www.cls-communication.com