

Financial Services

Making Business Work

North American Clients

- AAA Michigan
- AGF Management Limited
- The American Express Company
- BMO Financial Group
- Bank of America
- Bank One Corporation
- CAA South Central Ontario
- CIBC Group of Companies
- Canada Life
- Canadian Tire Financial Services
- Citigroup Corporate and Investment Banking
- Credential Financial Inc.
- Dundee Wealth
- Dynamic Funds
- EDULINX Canada Corporation
- Farm Credit Canada
- Fidelity Investments Canada
- J.P. Morgan Chase
- John Hancock Financial Services, Inc.
- Manulife Financial
- Marriott International
- Office of the Superintendent of Financial Institutions
- Ontario Pension Board
- Principal Financial Group
- RBC Financial Group
- TD Financial Group
- Scotiabank

The Challenges

The Financial Services and Insurance industries face challenges around

- mergers and acquisitions
- compliance to increased government regulations, including new anti-terrorism and accountability rules
- increasing competition from new industry sectors, and
- customer demand for accurate, up-to-date product information.

In such an environment, it is critical that policies, procedures, and product information be accurate, clear, concise, and easy to access and use.

The Solution

Information Mapping Canada has helped many Financial Services and Insurance companies to

- combine policies and procedures to accommodate mergers and acquisitions
- develop Call Centre content that is accurate and easy to access and understand, thereby improving customer satisfaction
- provide accurate, complete product information to financial advisors
- clearly communicate the regulations of OFSI, Basel II, CDIC, the Competition Bureau, and other regulatory bodies to ensure compliance
- develop easy to use reference materials that minimize user errors.

The Method: Implementing the Solution

The kind of high-quality documentation standards needed by Financial Services industries requires a whole new approach to structuring content. Information Mapping® is such a structured writing method.

Information Mapping

- enables content developers to turn all information, from the highly complex to the most basic, into easy to use content
- enables companies to manage information strategically and tactically so they can
 - increase productivity and organizational performance, and
 - meet their business goals.

PARTNERS

Australia • Austria • Belgium • Canada • Denmark • Finland • France • Germany • Greece • Hong Kong
Hungary • Iceland • India • Indonesia • Ireland • Italy • Japan • Luxembourg • Malaysia • Mexico
Netherlands • New Zealand • Norway • Philippines • Portugal • Singapore • South Africa • Spain • Sweden
Switzerland • Taiwan • Thailand • United Kingdom • United States



INFORMATION MAPPING

Success Story: Reducing Customer Service Call Time

Our Products and Services

Information Mapping Canada equips you with practical tools that help maximize individual and organizational performance. We help you manage the way people, information, and technology work together.

We provide the following range of solutions.

Seminars

We conduct seminars in the Information Mapping method that provide participants with the same core methodology and toolset, but customized for particular applications:

- policy and procedure documentation
- typical business communications
- Web content design
- email messages.

We deliver these seminars in two ways:

- On-Site Seminars at your location and at your convenience
- Public Seminars regularly scheduled in Toronto, Ottawa, Montreal, and Fredericton.

Consulting Services

Our certified Mapping experts work with you to Map your content. Our experts can

- Map your existing content
- edit your Mapped content
- develop and Map your undocumented content
- test the usability of your content.

Software

Formatting Solutions® Pro software works seamlessly with MS® Word to help writers apply the Information Mapping method easily, with quick formatting and editing, using pre-defined styles, layouts, and templates.

About Information Mapping Canada

Since 1994, we have

- provided a series of dynamic seminars in Information Mapping to over 10,000 participants
- applied Information Mapping to significantly improve the usability of our clients' content, and
- enhanced our clients' written communications and writing skills for paper and online.

Our head office is in Toronto with a branch office in Ottawa.



American Express Significantly Reduces Customer Service Call Time

American Express's Travel Related Services receives over 1 million calls annually. Each call was taking 3 to 5 minutes to resolve the customer issue.

To help American Express address these challenges, Information Mapping provided the following consulting and training services:

- established a standard for all corporate information
- provided training in the Information Mapping method for American Express content workers
- converted the content from paper to online, and
- reduced call time by 25%.

This strategy

- saved time and money for American Express, and
- established Information Mapping as the corporate standard.

Your organization, too, can perform better.

Call us now to discuss how:

1-888-INFOMAP (463-6627)

416.769.7016

info@infomap.ca

www.infomap.ca

Our Unique Approach

Our products and services are rooted in the Information Mapping method. Mapping is a scientific and proven way to analyze, organize, and present electronic and printed information. Our unique approach

- creates reader-based, performance-oriented solutions to any communication challenge
- improves information accessibility and usability
- optimizes comprehension and performance.