

Personix.com

Case Study



Background:

In partnership with High Point Creative, a copywriting firm, Apex was asked to completely update and upgrade the corporate website for Personix, a division of financial services industry giant Fiserv, that serves over 6,000 clients worldwide.

Objective:

Build an industry-leading website with advanced navigation that allows site visitors to access information based on their industry, product interest or Personix-based solution. The site needs to show potential customers what services are available and how they would benefit from them.

Result:

Created an advanced website with dynamic HTML content and Javascript navigation that works equally well on all hardware and browser platforms. Included numerous graphic elements throughout the site to move beyond simple blocks of text to a more intuitive design. Macromedia Flash animations were used in the site introduction and as part of customized tools like Card Builder, a credit/debit/ATM card personalization application that creates an electronic mockup of a card, and Statement Builder, a statement customization tool that allows site visitors the ability to build their own personalized statements.

» *Did you know?*

“Nearly 7 in 10 Americans now have access to the Internet at work, compared to less than 5 in 10 only one year ago.”

Wirthlin Worldwide Research
August 23, 2001

