

Case Study

Fiserv Europe

Sector: Information Solutions Technology

Market: Banking, Finance



Background

European operating company of NASDAQ-listed Fiserv Inc., a major supplier of automated banking systems worldwide.

Objectives

To demonstrate Fiserv's capabilities as a turnkey provider of banking systems and to show its abilities to lead and manage major change projects for its clients in the United Kingdom and Eastern Europe.

To capture information from the company's established customer base, with a focus on demonstrating its capabilities in emergent sectoral and geographic markets.

Solution

Shere developed a design and content template that could be adapted to suit case studies across different markets and regions, including potentially having the text translated into local languages for specific markets. We then researched and produced a series of case studies, using a structured interview format ensure we gained all the necessary information from account managers and Fiserv's customers, including visiting European sites where appropriate.

Results

Fiserv now has a growing library of case study stories which can be used as evidence of its ability to provide different types of service for banks and loan companies across Europe, working with large conglomerates and smaller companies.

Client comment

"Shere Marketing understood what we needed our case studies to do and have produced copy that is business-like, professional and accessible to all our target audience. They also developed a good visual design, which works well for case studies on very different types of installation in a number of different countries. We were able to trust Shere consultants to deal directly with our customers as we could rely on their professionalism".

Peter Roxburgh

Marketing Manager, Fiserv Europe

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