

ROI Moments: Citigroup



Citigroup Inc. is an American multinational investment bank and financial services corporation.

SITUATION:

In 2011, Citibank's Consumer Insights team was small and recognized the need to be more strategic about product development and mature their UX practice. **Key Lime partnered with Citibank throughout their digital transformation, from 2011–2016.**

ACTION:

A partnership with KLI shifted the culture of testing, from validation tests only, to a more **holistic integration of user research throughout the product development lifecycle that included both formative and summative research.**

100+ Projects

(Cards, Bank, Mortgage, ATM, Mobile, Investments, & more.)

UX Strategy

Personas

Co-Creation
Journey Maps

Global Usability
Testing

9 Countries

US, Mexico, Brazil, Colombia, Singapore, Hong Kong, Finland, Poland, and Australia.

UX Design

Prototyping

Syndicated
Industry Reports

Onsite
Consulting

Business Impact



DOUBLE DIGIT

Increase in customer
efficiency

Reduction in costly
errors

Increase in NPS