



Fifth Third Bank Case Study

“Autodemo bent over backwards to meet our timelines and delivered a series of high-quality demos.”

— Fifth Third Bank

CLIENT: Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The company has \$94.5 billion in assets, operates 17 affiliates with nearly 1,100 full-service banking centers in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, and Pennsylvania.

NEED: To drive adoption of their new site.

Fifth Third was about to launch their new online banking site and wanted a flexible demo that could be used on the existing site as well as the new site once it was launched. The demos needed to ease the transition from the existing site to the new site by covering a variety of Fifth Third’s online features, such as Managing Accounts, Transfer Funds and Making Payments.

When Autodemo met with Fifth Third Bank, they made it clear that they were going to need a quick turnaround. Discussions began on the first day of October – they wanted the demo by the end of the month.

SOLUTION: An engaging demo that speaks to both pre-and post-launch customers.

Autodemo understood Fifth Third’s unique requirements on the project and decided to create seven short demos to showcase the site’s robust functionality. Autodemo’s producers and writers were able to craft the script to work on both the pre- and post-launch websites. This gave Fifth Third the flexibility they wanted and kept the project’s costs in check.

There was just one hitch. The Transfer Funds area of the site was undergoing additional improvements so screenshots were not available. Rather than delay production or postpone the launch of the demos, Autodemo’s producer decided to move forward with the scripting and audio session portion of the Transfer Funds demo. When the interface was finalized, just before the new site launch, Autodemo dropped in the new screens and delivered the updated demo on time.

To meet the Fifth Third’s deadline, Autodemo’s Streamlined Development Process kept the project on a three-week schedule without requiring much of the client’s valuable time:

October 8:	Client began work with our production staff
October 15:	Script approved
October 22:	Beta demo delivered
October 29:	Final demo accepted

RESULT: Autodemo exceeds Fifth Third’s expectations.

Fifth Third’s new site has received positive feedback from customers and employees alike. The demos accomplished their objective of easing the transition to the new site, while also making online banking easier for everyone.

By leveraging Autodemo’s flexible, cost-effective demo solution, Fifth Third Bank turned a potential customer service nightmare—transitioning customers to a redesigned site—into a brand-building opportunity to get closer to their customers.

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