



Internet Trends

Building Customer Loyalty With Web 2.0 Tools

Direct user-to-user communication on the Internet is becoming increasingly important to retail investors. Web 2.0 technologies can enable these clients to access financial information that has been commented on and rated – in rankings, for example – by a peer group. Web 2.0 elements such as discussion forums, communities or web logs are well suited for this purpose.

A wide range of Web 2.0 technologies offers benefits to bank customers, as DB Research has determined: “[Bank customers] are primarily looking for functions that enable them to share in the knowledge and

experience of other customers, with ratings and experience reports being the most requested information. ... This shows that bank customers want to become more independent and self-determined in making their financial decisions, but at the same time like to use the actions and opinions of other customers as a guide.” The reason is that private individuals often put more trust in the information supplied by like-minded people than they do in official company information, according to DB Research. This view is supported by a Forrester Research study, which found that, in the US, 37 percent of bank customers surveyed would like to have access to customer-supplied information on the websites of their banks.

Web 2.0 elements and technologies are designed to present new opportunities for approaching customers and winning customer loyalty, by offering these customers a platform for exchanging ratings or recommending investments, for example. In addition, technical features such as RSS feeds help in quickly and efficiently informing individual target groups about new content,

The screenshot shows the Tradingbird website interface. At the top, there are navigation tabs: Depots & Rankings, News & Analysen, Mitglieder, and Mein Profil. Below this is a search bar and a login section for users who are not logged in. The main content area is divided into several sections: 'Neue Mitglieder' (New Members) with user profiles like Marcel Chance; 'Wettbewerbsüberblick' (Competition Overview) showing top performers like Friedricho...; 'Top-Holdings' table with columns for Pos., Typ, Wert, and T€; 'Letzte Transaktionen' (Latest Transactions) table; 'Letzte Experten-Orders' (Latest Expert Orders) table; 'News und Analysen' (News and Analysis) with 'Top-Analysen' and 'Top-News' sections; and 'Tradingbird-Blog' with a recent post about Lockheed Martin. A blue box at the bottom of the screenshot contains the text: 'Blogs and comments: Tradingbird offers a web-based communication platform to private investors.'

such as information about new products. Web 2.0 elements can help innovation-savvy financial service providers to complement their established sales channels and appeal to new customer groups.

Web 2.0

Functionality Supports Tradingbird Community

Interview with Robert Kaiser, Head of Tradingbird/OnVista Media GmbH, Germany

compass: With Tradingbird, the financial sector has seen the launch of a web-site with a distinct Web 2.0 approach. In your opinion, which Web 2.0 elements are especially suited for financial websites, and why?

Robert Kaiser: Web 2.0 centers on content generated and edited by the Internet users themselves. In financial forums, this is currently a quantitative process which often lacks qualitative preparation. What



makes Tradingbird special is the fact that the users not only contribute the content, but also determine which news, analyses and securities are most relevant. Here, comment and rating functions play a key role. They help filter the most relevant news and analyses and make them easier to retrieve. Networking functions let me network with the investors I am personally acquainted with or who I think are particularly knowledgeable and competent. Tradingbird provides me with functions that always keep me up-to-date about the news, analyses and trade activities of other community members or the corresponding information for specific securities.

compass: So, direct communication is essential. What are some of the key attributes of the Tradingbird website?

Robert Kaiser: Transparency is a crucial factor. The portfolio performance or the ratings of the news and analyses supplied by a certain user tell other users how successful this user is, which makes it easy for the members to identify the best Tradingbirds. Moreover, our securities ranking system quickly and conveniently identifies users who have invested in a specific security. I am frequently contacted by users who ask me how I rate this or that security. My answer is always the same: "Please get in touch with the users who have this security in their portfolio." It's easy to find them, contact them, and ask them for their opinion.

compass: What kind of impact do you think this type of Internet community can have on traditional advising services?

Robert Kaiser: One should not overestimate the effects, but responsible investors have the opportunity to obtain alternative opinions and independent ratings from top traders and top analysts.

compass: What new developments do you see on the horizon, and what will a financial website look like ten years from now?

Robert Kaiser: It is difficult for me to tell what the optimal financial website will look like. What I would like to see are even more strongly personalized websites where I can compile and customize exactly the information and information sources I need to make my purchase and sales decisions.

Further information: <http://tradingbird.onvista.de>



About Interactive Data

Interactive Data Corporation (NYSE: IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia.

Interactive Data's Managed Solutions business is a leading provider and operator of customized financial information systems. The group builds and manages Web-based financial market data portals and terminals for a range of organizations worldwide, from retail and investment banks to asset managers, online brokers, stock exchanges and media portals. By aggregating a broad set of financial data and client-proprietary content and offering visually stunning features such as charts, sophisticated search functions, decision-support tools and analytics, these intuitive applications can help customers optimize their business processes and realize efficiencies. This group is managed as part of the Interactive Data's Real-Time Services business, which provides a comprehensive suite of offerings that includes PlusFeed(SM), a consolidated, low-latency digital datafeed.

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