

Global Finance Bank Case Study

Global Finance Bank

The Company

Global Finance Bank – financial provider. Company offers turn-key solutions for Forex brokers.

The Challenge

Most of Forex brokers concern about offering best service for their end-users. This includes trade process automation, providing information on timely basis and supporting buying decision.

Thus Global Finance Bank has to deliver latest solutions for brokers providing them with competitive advantage. The main problem when making buying/selling decision is financial and political information received on time.

"We used basic e-mail and trading terminal internal mail to deliver information. However there were some problems with delivery delay and information not being delivered at all. The main problem with delivering information using public channels is that e-mails often marked as spam." – said James Pollack, business manager of Global Finance Bank.

The Solution

Company's specialists made decision to include SpreadHub solution in company's portfolio to offer for clients. SpreadHub was customized for company's needs. Solution allows rapidly deliver messages on desktop, eliminating problem with SPAM filters and delayed delivery. If user is off-line, SpreadHub solution can send SMS to mobile phone.

One of the greatest advantages is that solution allows to segment users, different user groups receive different messages that matters only to this group.

The Result

Offering such solution as SpreadHub had positive impact. This solution helped company to improve service quality, operationability and to increase amount of closed deals as result.

*"Of course, not all of our clients use SpreadHub and not all of their end-users installed it. We surveyed our clients implemented SpreadHub. End-users who use SpreadHub **close more deals, about 30% more in average.**"*
– said James Pollack.



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