



Online brokerage: agile to monitor your business

Scenario

The exploitation of the Internet channel remodeled the broker's performance. Through the system of home broker investors may negotiate shares via the Internet, sending orders for the purchase and sale of shares through the website of your broker. In general, the brokers also offer other online services as part of the portfolio of shares, access to quotes, news and analysis on the market and discussion forums. That became more agile and simple activity of buying and selling shares, also providing for the reduction of the costs of brokerage, which has cooperated so that more and more people participate in the stock market.

Challenges

With the increasing of online Investment Services, brokerages seek to meet this new and growing demand. Agility and integrity of information are critical aspects in this type of business. In the investment in shares, incorrect information or the unavailability of a service at a specific time, could mean financial losses for the investor, and consequently, the loss of the customer for the brokerage.

How the Webfeel can help?

The Webfeel gives brokers the ability to track externally as gives access to the site of the company, thus, the understanding and measurement of the user experience when using the site. This is essential to ensure not only the performance but also the high availability of the site. The Webfeel can do programmed simulations to detect possible failures, test the availability of content and measuring time of access. You can also make the intersection of data, ensuring the integrity of the information available on the site.

The service offered by the Web Operations Center - the WOC - which operates on a 24 X 7 throughout the year, allows the deployment of processes for the management and care of occurrences ready to problems detected incidents.

The consulting services, provided by professionals with wide experience in the web, generate reports with analysis and recommendations to guide the manager in your web decision-making.

The Webfeel also provides detailed information on the customer experience, helping to drive marketing actions and strategy of relationship with the customer.