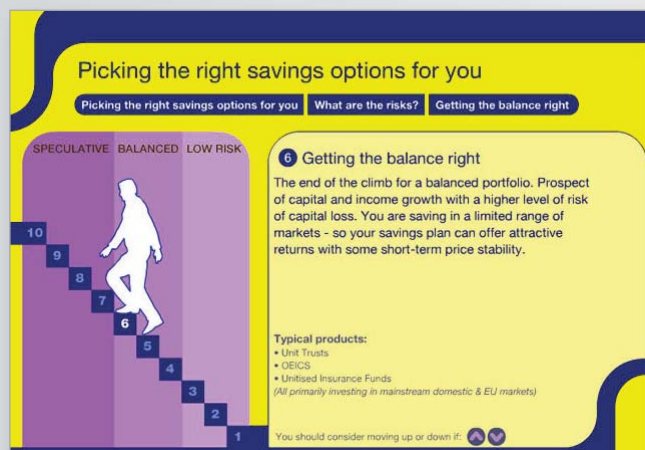


n&p building society presentations



Interactive Flash presentation aids used by financial planners at Norwich & Peterborough Financial Advice Service to inform and educate customers on a variety of topics including attitude to risk, the cost of delay in starting a pension and how the stock market works.

the brief

To support the launch of Norwich & Peterborough Building Society's Financial Advise Service, Taglab was briefed to produce a series of presentation aids to be used by Financial Advisers as part of the consultation process.

insight

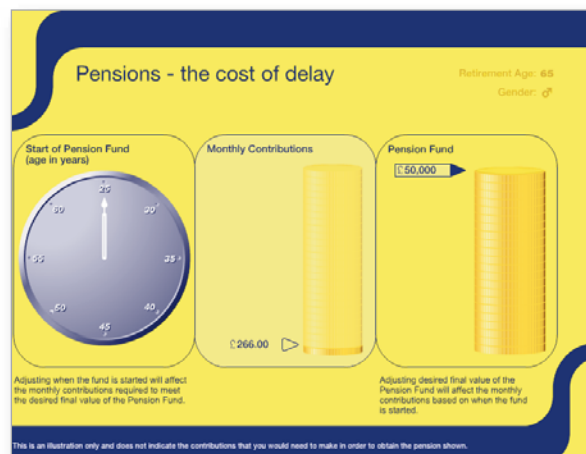
In order to provide high quality, impartial advise to an audience who tend to be financially unsophisticated, N&P's advisors require presentation aids that help them to discuss complex financial concepts such as attitude to risk in a clear and accessible manner. The focus is on education rather than sales.

solution

Taglab developed a range of interactive Flash presentation tools that could be integrated into N&P's electronic financial advise system. The advisors could trigger these tools from within their system, and present them to their clients via a PC screen in the consultation room.

results

N&P's Financial Advise Service has been very successful. Feedback from the financial advisors about the presentation aids has been extremely positive. N&P commissioned additional modules to further enhance their advise service.



To find out more about Taglab, and our web design and build services, call **0207 183 3600** or visit **www.taglab.com**