



funnelback

CASE STUDY

Legal and General



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The Organization

Legal & General is a British multinational financial services company, headquartered in London. Its products include life insurance, general insurance, pensions and investments.

Legal & General was founded by six lawyers in a Chancery Lane coffee shop, in June 1836. L&G prides itself on being able to offer expertise and financial solutions to customers throughout the various stages of life. It has operations in the United Kingdom, Egypt, France, Germany, the Gulf, India, the Netherlands and the United States. It is listed on the London Stock Exchange and made a before tax operating profit of £1,087 million in 2012.

INDUSTRY

Financial Services

COUNTRY

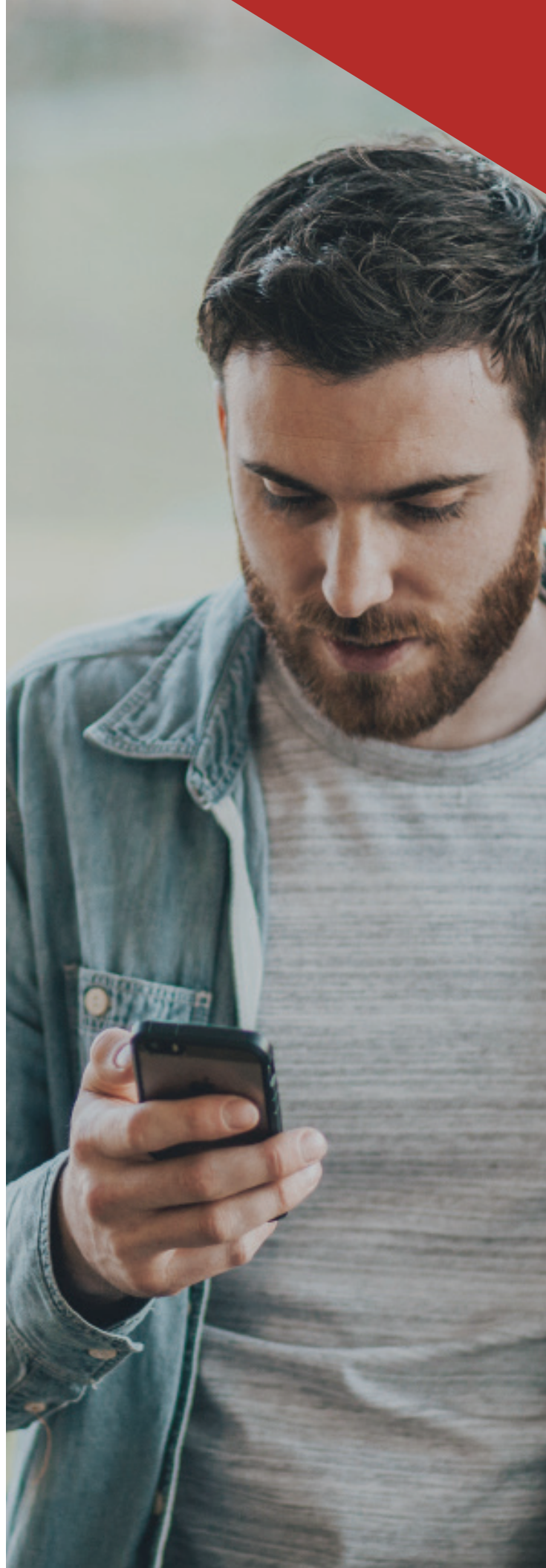
United Kingdom

WEBSITE


www.legalandgeneral.com

FEATURES


Search Powered Content
Content Classifier
Content Mobifier



Key Project Objectives



Improve user experience



Index a multitude of separate systems



Personalized and flexible local directory



Guide users to the right content



The Solution

Funnelback was implemented across all L&G systems.

Funnelback provides a dynamically updated search template with a logical programmatic language called Freemarker, which ensures that navigational components of the site are kept up to date on the search page, and makes it easier to maintain.

The L&G web team was happy to be able to move from an XSLT style sheet based template system to a more natural HTML/CSS editing environment.

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Funnelback allows us to see clearly what we need to do next and we're working with Funnelback to fine tune our search and get the customers the results they're looking for first time round.

DAN FOSTER, LEGAL AND GENERAL



Technical Specifications

Funnelback v11 implemented, and since upgraded to v12:

- Internet search: 17 searches across 36 collections.
- Intranet search: Internally hosted installation of Funnelback providing intranet search capability for the first time.
- L&G were impressed by the in-built Funnelback SEO Auditor, which gives a ranking summary, guidelines for optimising the ranking and ability to share optimization reports with non-administrators.



The Result

The improved search efficiency not only translates into a better intranet experience for our staff, but also into real business benefits for the organization.

Dan Foster, Legal and General

Customers are also benefiting from a wholly better search experience, including ensuring customers searching the main L&G site are able to find content that is housed on smaller microsites.

For instance, a person wanting to opt-out of a pension will now be guided to the correct website where they will find the information needed. This capability is powered by the

Funnelback best-bets system. The need for this facility was recognised by L&G after review of Funnelback's easy to use reports outlining top searches and searches which triggered additional searches or excessive pagination.

In total there are now eighteen searches powering a superior search facility on the L&G website delivering auto-suggestion, automated spelling correction and dynamic search results.



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