

Who we worked with:

Egg

www.egg.com

When:

1997 – now

What we did:



Consultation



Development



Co-Lo

Consultation & Strategy

From a standing start back in 1998, Egg has grown into the world's largest pure online bank. Their success has come about through helping customers to understand and manage their money more effectively.

Egg's launch team needed to develop an Internet banking proposition that would take the market by storm.

Egg chose Houxou to help the launch team plan and implement their launch strategy. They chose us because of our experience in financial services and banking. In addition to the obvious security requirements,

Egg's strategy recognised that as the UK's first Internet only bank, offering market leading interest rates on savings, there was likely to be massive uptake from day one – which there was!

At Egg, the customer matters; so much so, that they decided to provide Internet connectivity for any potential customers who weren't already able to get on line.

Development

We built the Egg Connect ISP as well, and continue to run it on behalf of Egg's customers.

The screenshot shows the Egg website interface. At the top is the 'egg' logo. Below it is a navigation bar with links for 'Banking', 'Investing', and 'Insuring'. A 'Click here to see all your accounts' button is also present. A secondary navigation bar includes 'Company info', 'Security', 'Privacy', 'Legal info', 'Help', 'Site map', 'Customer services', and 'Contact us'. The main content area features a large green banner for a promotion: 'A chance to win £50 - on purchases big or small'. The banner includes a 'how to win £50' button and an 'Egg Money' link. Below the banner is a '17.8% APR' offer with a 'typical variable' note and a 'Don't get mad. Get Egg Money.' slogan. To the left of the banner are two smaller promotional boxes: 'Egg Motor Insurance' and 'International accounts'. To the right is a sidebar menu with categories: 'Banking' (Egg Card, Egg Money, Savings accounts, Mortgages home, Egg Money Manager demo, Egg Rewards), 'Insuring and Investing' (Motor, Home, Travel, Egg Emergency Cover, Investing), and 'Egg Fixed Rate Bond' (3.00% gross pa/AER).