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American Century, Nationwide Retirement Solutions and USAA earn DALBAR Kudos for Having Mobile Optimized Websites

(Boston, MA. May 19, 2014) DALBAR, Inc. announced today the release of its first-ever national evaluation of financial services firms mobile optimized websites. This evaluation included an in-depth study and review of a total of 44 Mobile Web sites.

There was a time when the only way of accessing the World Wide Web was through the collaborative effort of a computer, monitor, mouse and keyboard. During those archaic times, albeit not so long ago, the only way to get to the internet was either at home, or “on-the-go” via laptop computers. Luckily, times have changed, technology has improved and the internet is no longer limited to a clunky piece of hardware. Thanks to the development of mobile devices, consumers now have a far more convenient level of “on-the-go” connectivity – through their handheld device.

Three financial services firms emerged as the clear leaders in making it convenient for consumers to connect to them “on-the-go” and here is why:

- American Century: This mobile site earned an “Excellent” designation for its clean design and well-rounded user experience. From beginning to end, the user will tap through this mobile site with ease, finding content where it should be, recognizing icons and never needing to squint to read the information presented.
- Nationwide Retirement Solutions: This site achieved a level of excellence for its level of responsiveness and ability to fit perfectly on multiple devices. The familiar design is pleasing with all of the desktop options neatly laid out for easy mobile interaction. From account information to transactions, this mobile experience is simple, straightforward and easy to master as the roll out menu options appear exactly the same across various devices.
- USAA: Receiving the maximum possible score in Design, those keen on nifty designs will have a hard time looking away from USAA’s mobile site. There is, however, more to the site than shadow, gradient and coloring subtleties. In addition to looking good, USAA’s site is also highly functional when compared to other insurance sites. Account holders can easily check basic policy-related information such as the policy value, cash value as well as premiums. Furthermore, an on-site tool can be used to generate an instant quote.

“In order to remain ‘in the customer’s view’, financial firms must stay current and leverage the mobile Web” said Kathleen Whalen, Managing Director of DALBAR. She added, “These industry leaders have recognized this necessity by providing mobile optimized Web sites that will continue to attract mobile subscribers by creating a seamless mobile experience

reminiscent of traditional desktop Web sites and by using innovative strategies for providing financial content for mobile consumption.”

The Web sites were evaluated using DALBAR’s [MobileINSIGHT](#) program criteria. The criteria consist of 11 distinct evaluation categories including Design, Security, Mobile Optimization, Ease of Use, Personalization/Customization, Support, Interaction with the Firm, Interactivity, Navigation, Core Content, and Behavior Centric.

For more information on DALBAR’s MobileINSIGHT Innovations in the World of Mobile Optimized Web Sites report, please visit the web site at www.dalbar.com or contact Erin Batog at 617-624-7273 or ebatog@dalbar.com.

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