E-TRADING PLATFORMS MONITOR
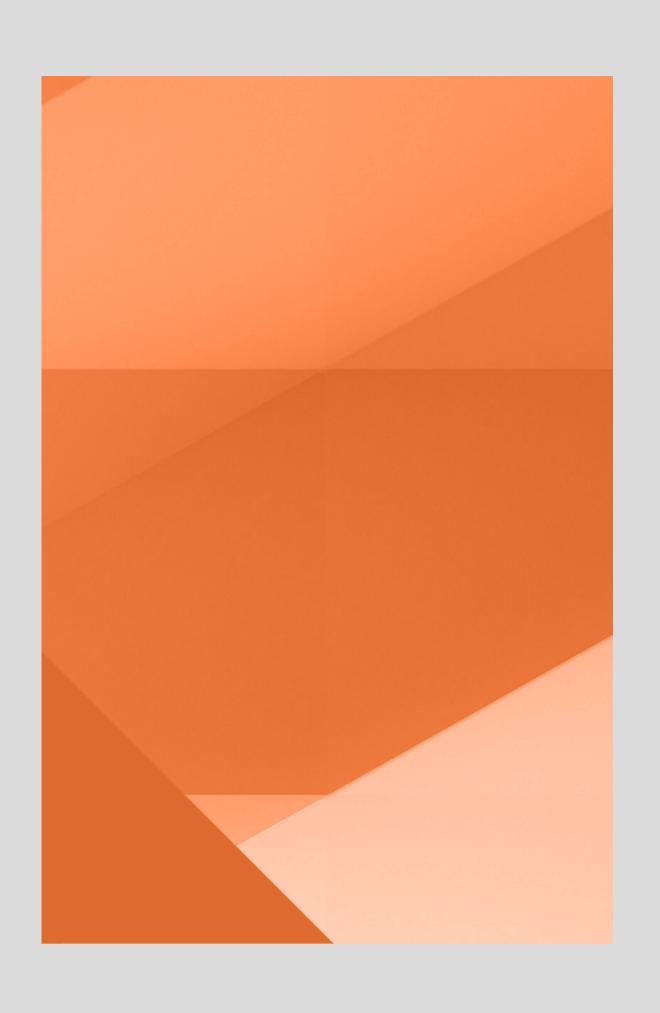
The independent user experience survey of new e-Trading systems in the London Market.

Gracechurch.

e-Trading Platforms Monitor

The Gracechurch e-Trading Monitor evaluates user awareness and experiences of the leading platforms, identifying where improvements can be made and which systems are the best rated for enabling effective trading.

What's the purpose of the e-Trading Platforms Monitor?

To benchmark the current e-trading service options based on user experience and evolving user needs.

Gracechurch surveys represent groups from its comprehensive insurance database. All users are screened to ensure they are in market-facing trading roles and users of trading systems.

The survey gathers ratings such as NPS scores and individual feedback in the form of detailed verbatim. Comprehensive and advanced analytical methods highlight the key issues enabling clear actionable recommendations for clients.

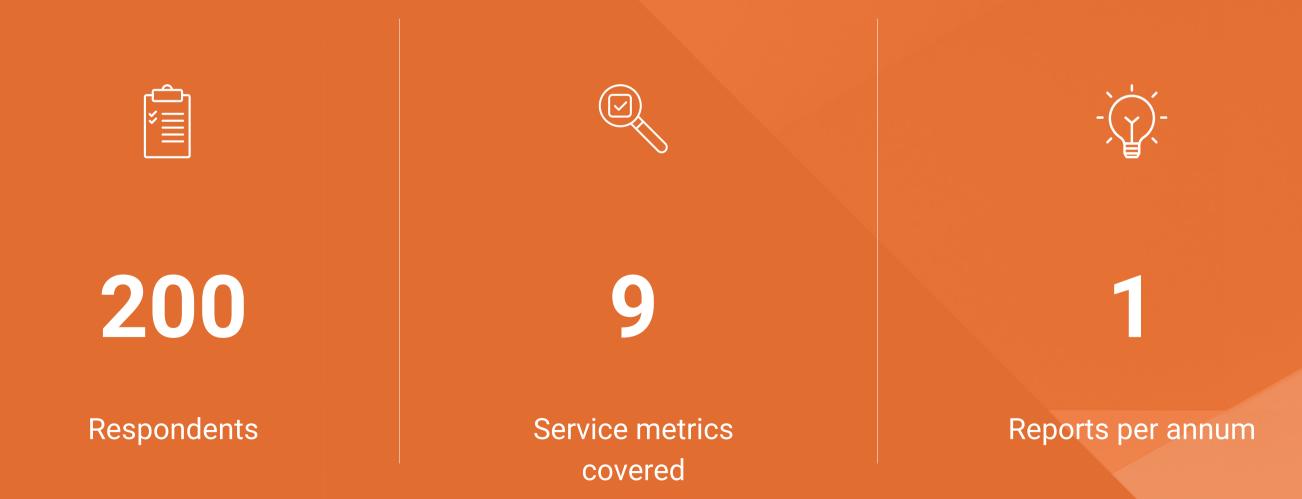## Why is it important to monitor e-Trading platforms?

User needs evolve constantly and new competitors come on the scene; the e-Trading Platforms Monitor provides detailed findings on current market trends such as evidence for businesses when selecting systems, requesting new functionality or improving the user experience. This provides you with the intelligence you need to make decisions to ensure you continue improving the user experience vs the competition.

At a glance

The evidence presented in the e-Trading Platforms Monitor is unbiased and independent so you can trust our recommendations. We report regularly and in detail so you can monitor your performance in realtime.

The stats for the e-Trading Platforms Monitor per year:

200	9	1
Respondents	Service metrics covered	Reports per annum

Key Measures & Data Evidence

for the e-Trading Platforms Reports

Net Promoter Score

Allows cross company comparisons of service NPS performance

Functionality

User ratings of key functionality and gaps to be filled. Competitor comparative analysis of functionality.

Dynamics

Integrations with other systems (accounting, compliance etc.)

Usability

Measures system reliability, platform optimisation & ease of use

Current London Market e-trading service providers:

Who uses the Report?

We are working with providers of e-Trading services, carriers and brokers advising on the user experience and what functionality needs to be prioritised.

The Package

With the e-Trading Platforms Monitor you recieve:

- Market benchmarks
    - System interface UX, reporting and integration rating
    - Platform service - customer service, reliability and ease of use
- Detailed performance
    - Key features that clients expect for good user experience
    - Service ratings
    - In-depth bespoke analysis of performance and recommendations

Improve user experience and build your brand

Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

Contact us

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