



Financial Content Development

Banking, Financial Services and Insurance (BFSI)

The client is a leading creator of financial articles that are read by a large section of the US market. These articles help in understanding current market situations, stocks and their movements and the global economic landscape. The client wanted to further extend its article base and create material that was accurate in data, smart in tone and in-sync with current market trends and dynamics.



Netscribes' Solution

Netscribes undertook the project with a focus on training, accuracy, language and tonal uniformity. A steady flow of articles that were absolutely in alignment with the client's expectations were created.



Client Benefit

The client commended Netscribes on the quality of deliverables sent out, its ability to hold reader interest and drive traction on the websites with several hits/ comments/ observation and article shares.

Netscribes' Value Add



- Data accuracy
- Language understanding
- Tonal flow
- Research and landscape understanding
- Narrative styling
- Stringent fact-checking

The team delivered 3 articles per day with 2 assistant managers hired to write the material. Investment research team was given charge of topic selection and a freelancer was sought to provide a data dump. Since then, the team has moved onto delivering over 600 articles for the client with a 85-90% accuracy rate in terms of client satisfaction. The CSAT score was 4 (out of 5).

Project Summary

