

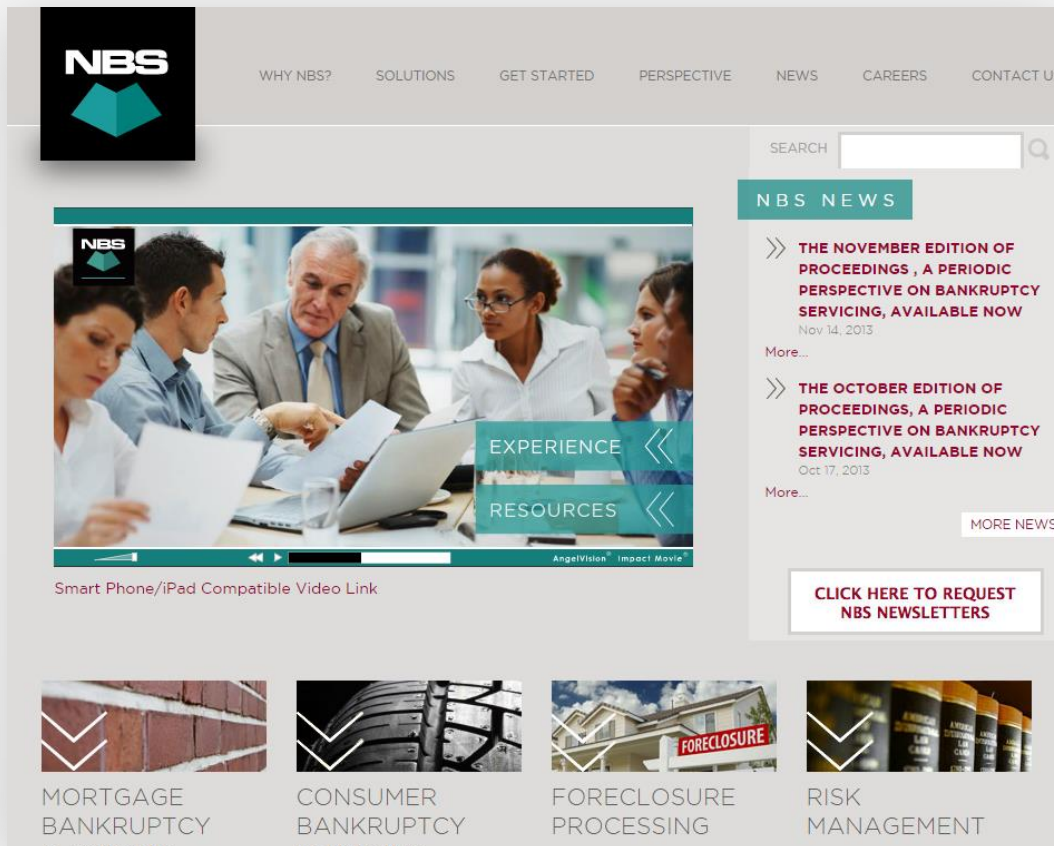
COMPETITORS

Website Analysis Report

detailed study of pluses, minuses associated with
look and feel of content of our competitors' websites



<http://www.nbsdefaultservices.com/>



PLUS:

- The video is explanatory in nature and has a professional feel as well
- The light green shade of corporate theme colour looks decent enough, however the maroon/grey combination is very similar to AIS' theme
- White spacing is well managed and the overall look appears quite spacious
- Language consistency and verbiage is decent and professional enough

MINUS:

- Proportion of landing page allocated to video is too huge
- The video gets boring beyond a point and it is only makes sense to the start-ups in creditor realm
- Services are underplayed
- Banner images are too ambiguous
- The News section is visually too loud, not sure if positioning website as an updating medium makes for a good decision or not
- Internal page linking to get visitors to register is too weak and confusing


HOME PRODUCTS SOLUTIONS CUSTOMERS ABOUT LCI

Right on the Money

1.3 Billion Times Per Year

► **Superior Data**
The most accurate, comprehensive bankruptcy and consumer behavioral data

► **Proven Excellence**
Over 20 years as the exclusive supplier to the world's largest, most innovative creditors

► **Recover More, Dramatically Lower Costs & Risks**
Our customers' Bankruptcy Management business processes lead the industry



Bankruptcy Trends



Fall 2012 DBA, the Magazine
A comprehensive bankruptcy management program can improve the profitability of a portfolio by increasing your revenue and decreasing unnecessary expenses.

LCI Solutions



Bankruptcy Management Services
Proven most accurate and complete in every competitive test
"Less than 4 false positives in 7 million records"



Case Management Services
Automate to dramatically lower costs and improve recoveries



Portfolio Valuation Service
Maximize the value of risky assets

Consumer Information Report

Listen to Our Customers



"After using your service for about a month and a half I just wanted to let you know how great it is. The product is accurate and timely. Your customer service and support have been fantastic. It is a pleasure to use a product that exceeds expectations. Processing bankruptcies has gone from a 50 hour a week job to about a 5 hour a week

PLUS:

- Play of blue and grey looks professional and corporate
- The title banner has a strong claim statement to engage the visitors

MINUS:

- The claim on title banner of the landing page could be a subject to authenticity issues
- Use of too many human faces (stock images) also further boosts the trust issues
- Logo gives a feeling of lack of marketing and brand portrayal sincerity
- Relevance of 'LCI' name is not explained anywhere
- Gives a feel of a start-up/amateur
- The language is too direct and plain to read
- Use of fonts and colours is also inconsistent and poor




<http://creditorsbankruptcyservice.com/>

**Creditors Bankruptcy Service®**
Partners for Profit, We Recover More for You

CBS Office
15660 Dallas Pkwy, Suite 300
Dallas, Texas 75248

972.644.1127
800.607.1113

HOMEABOUT CBSSERVICESFOUNDER'S MESSAGEBANKRUPTCY INFOLINKSCONTACT US



Millions of dollars Recovered.


"Each year CBS recovers millions of Dollars for its clients that would have been lost due to bankruptcies" - Paul Mason, Founder

[read more](#)


The Premier Bankruptcy Recovery Company

Serving creditors in all industries nationwide since 1983


Creditors Bankruptcy Service (CBS) is the nation's first and leading bankruptcy recovery specialist. We pursue Chapter 7 and Chapter 13 recoveries for secured and unsecured creditors throughout the United States. Outsourcing bankrupt accounts to CBS increases recovery performance while reducing or eliminating time delays and in-house costs. CBS consistently outperforms in-house operations, law firms and collection agencies in net recoveries.



CBS is the best choice to boost your



CBS has recovered hundreds of millions of



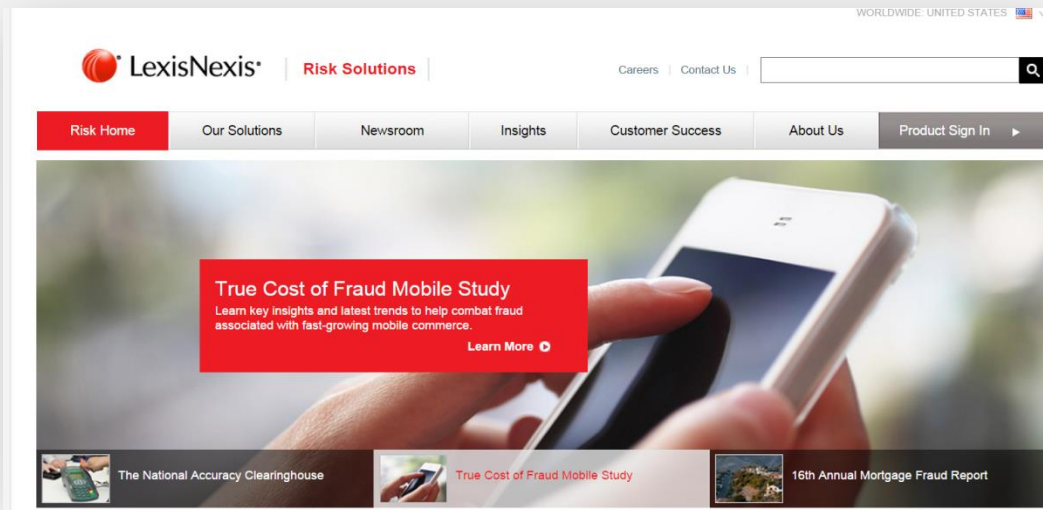
CBS offers a full array of bankruptcy services

MINUS:

- Main landing page is the only one with some graphical element, rest all is purely textual
- The landing page's static banner has authenticity issues, as the statement is too generalised, rather than being specific to CBS
- The punch line under the logo is actually two lines, which appears really confusing
- Poor hyperlinking within the pages on the website
- Content depth is lacking and language is also too flat
- Contact numbers shout too loud, giving an unprofessional look and feel
- Looks like a start-up, with lack of real and authentic content to share on website



<http://www.lexisnexis.com/risk/>



PLUS:

- Spacing and overall colour tone gives a cool, smooth and professional feel

MINUS:

- 'Risk home' is not a very wise choice for tabbing on landing page itself
- Font and button size is too loud and gives a subtle sense of desperation in the brand
- Banners are also too loud and on most of the pages there are photos of nature and animals, not having any relevance with the actual content on that particular page
- Depth of content is lacking, so is the quality of writing
- Internal hyperlinking is weak
- The design is more appropriate for product display/blog types web usage rather than financial services



<http://www.becket-lee.com/>



The image shows the header and navigation menu of the Becket & Lee LLP website. The header features the firm's logo on the left, a row of four photographs showing office scenes in the center, and the tagline "Your Proven Partner in Bankruptcy Management" on the right. Below the header is a navigation menu with links: Home, Partners, Services, News, Events, Publications, Cases Of Interest, Firm History, and Contact. To the left of the main content area are two award logos: "Peer Review Rating 2015" and "Certified WBENC Women's Business Enterprise". At the bottom left, the firm's address and phone number are listed: "Becket & Lee LLP, 16 General Warren Blvd. Malvern, PA 19355, 610.644.7800". A "Disclaimer" link is at the bottom center.

BECKET & LEE LLP
ATTORNEYS AT LAW

Your Proven Partner in Bankruptcy Management

Who We Are

Becket & Lee LLP specializes in legal and administrative management of bankrupt accounts using a sophisticated technology-driven and cost-effective approach, while adhering to the highest standard of quality, security and ethics. The firm's staff of 197 employees includes a dynamic group of experienced attorneys and leaders recognized throughout the industry as experts in bankruptcy servicing.

Our Business

Becket & Lee has serviced bankrupt accounts since 1984, with an emphasis on consumer debt. Unlike other law firms and collection agencies, all of our resources, processes and staff are focused on maximizing our clients' bankruptcy recoveries. We do not purchase our clients' accounts, thus avoiding any possible conflict of interest. Our goal is to provide service and advice to each of our clients as if we were an in-house bankruptcy department.

Becket & Lee LLP
16 General Warren Blvd.
Malvern, PA 19355
610.644.7800
Disclaimer

MINUS:

- Poor design, poor content, poor layout sense, poor colours, poor fonts, poor internal hyperlinking
- All-in-all, very primitive and not so marketing friendly website



<http://www.dcmservices.com/>



MINUS:

- Look and feel is more like that of a nature/environment based service provider
- Graphic designing and layouting is also not very professional
- Language and verbiage is good but depth in content is lacking
- Use of images for web banners is also not so impressive
- Internal hyperlinking is weak
- Youtube video is also not convincing enough because of poor content and design
- Logo appropriateness for the probate services is also a big question



http://www.phillips-cohen.com/deceased_probate.html

PHILLIPS & COHEN
ASSOCIATES LTD.

CHOOSE YOUR LOCATION:

About | Events | Contact | Web Resources | Blog | Consumer Feedback

Deceased/Probate | Estate-Serve | Cease and Desist | Debt Management | Consumer Retail | Credit Card | Utility | Healthcare | Student Loans

A Reputation for Results.

Phillips & Cohen Associates, Ltd. delivers measurably superior collection services. Founded in 1997 we originally built a reputation for effective and compassionate financial recovery by pioneering deceased account care. With over a decade of proven performance, in addition to our delinquent account recovery solutions we offer a wide range of specialty services including Deceased Account Care Solutions, Cease & Desist/Debt Management Collections and Small Business Credit Solutions to Fortune 500 leaders, banks and creditors in a host of industries and service sectors including Utility and Healthcare.

We support accounts receivable recovery operations with a highly trained staff of professionals, extensive technology resources and proprietary databases. We also remain the leader in deceased account services and assist executors and beneficiaries to effectively retire valid estate debts. Phillips & Cohen Associates currently serves our national and international client base from four regional offices in the United States and offices in the United Kingdom and Canada.

SAS 70 Type II Certified

ONLINE ESTATE ENTRY FORM
Use our convenient Online Estate Entry Form to easily enter information about an estate.

NEWS

- Phillips & Cohen Associates Announces International Expansion Plans
- Phillips & Cohen International Announces Launch of Estate-Serve
- Phillips & Cohen Associates are Champions

AWARDS

2010 Winner
BEST PLACES TO WORK IN
COLLECTIONS

TOP
WORK
PLACES
2010

The New York Times
deloitte

PLUS:

- Decent design, professional in look and feel
- Content depth is apt and language is also good enough
- Website functionality is simple, which omits the need of excess internal hyperlinking

MINUS:

- Photo/text layouting is inappropriate because of which a lot of white space is wasted on every page
- Visitor to client conversion chances are low because the only way to connect or proceed with the brand is through contact us page, which is not enough highlighted overall



<http://www.ascensionpoint.com/index.html>

The screenshot shows the homepage of AscensionPoint Recovery Services, LLC. The header features the company logo and a navigation bar with links: Home, Services, Affiliations, About Us, and Contact Us. The main heading is "A Consultative Approach In All Areas of Recovery and Collections." Below this is a paragraph describing the company as a debt recovery management company located in Minnesota, with over 40 years of experience. A link "Click here to resolve a complaint." is provided. To the right is a photograph of a modern, multi-story office building with a parking lot in front. The footer includes a BBB Accredited Business logo, copyright information for 2010, the company address (200 Coon Rapids Boulevard, Suite 200, Coon Rapids, Minnesota 55433), phone (888-805-8074), fax (763-235-4055), and links for Terms of Use, Privacy Policy, Site Map, and a Map link.


ap
AscensionPoint
RECOVERY SERVICES, LLC


Home Services Affiliations About Us Contact Us

A Consultative Approach In All Areas of Recovery and Collections.

AscensionPoint Recovery Services, LLC is a debt recovery management company located in Minnesota. We are a nationally licensed collection agency, bonded and insured. Our key management has over 40 years combined experience in decedent debt recovery. In addition, our senior executives have significant issuer experience in financial services. This experience allows us to provide a consultative approach in all areas of Recovery and Collections.

[Click here to resolve a complaint.](#)



 © 2010 AscensionPoint Recovery Services, LLC
200 Coon Rapids Boulevard,
Suite 200
Coon Rapids, Minnesota 55433
Phone: 888-805-8074
Fax: 763-235-4055
[Terms of Use](#) | [Privacy Policy](#) | [Site Map](#)

MINUS:

- Very simple, plain and basic website
- Gives a feel of internet-presence-sakes-website
- Content depth is lacking
- Visitor to client conversion impossible
- Though design is simple and professional looking, the text/graphics ratio is an issue
- Logo appropriateness is also an issue



<https://dsinfobank.com/>



PLUS:

- Logo and brand recall is high
- High-tech feel might be a plus as data and speed elements are pretty evident

MINUS:

- Space-age types layout could be a big turn-off for traditional players in the industry
- Content depth is lacking
- Info-font style is a big mismatch with the overall theme
- Looks more of an internet service provider page
- Visitor to client conversion ratio might be really low



<http://www.persolvo.com/>

The screenshot shows the Persolvo Data Systems website. The top navigation bar includes links for Home, About Us, Creditors, Collectors, Settlement Companies, Press, Demo, and Contact Us, along with a search bar. Below the navigation bar is the Persolvo logo and a series of five blue buttons: 'Creditors / Card Issuers', 'Debt Buyers / Collection Agencies', 'Debt Settlement Companies', 'Schedule a Demonstration', and 'Press Releases', each with a 'Learn More' link. The main content area features a 'Welcome to Persolvo Data Systems' heading, a video player showing a woman in a pink shirt standing next to a computer screen displaying the 'CONCERTO' software interface, and a 'Contact Us Today' section with the phone number (888) 570 5753 and a 'Contact Form' button. Social media links for LinkedIn and Twitter are also present.

PLUS:

- Landing page video is a big plus
- Design and layout is pretty simple, spacious and professional
- Software screen-shots are a big plus from training angle
- Visitor to client conversion ratio might be high as it is designed in a call-to action specific manner
- Simplicity in fonts and layout acts more for than against

MINUS:

- Content depth is lacking
- For viewers having youtube and social media blocked, the efficacy of the whole website might get retarded