

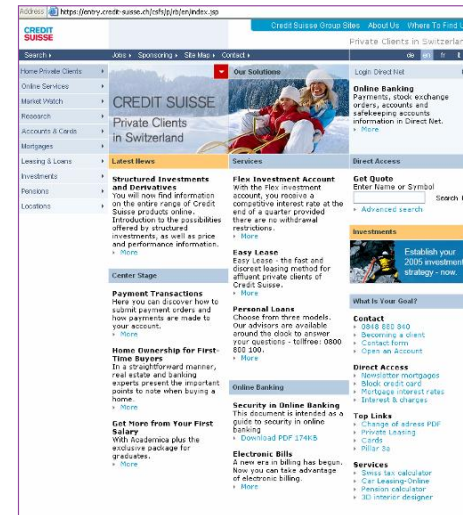


Auf dem Weg zum
barrierefreien Dienstleister

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Customer Experience, Client Insight Management



Eine gute Customer Experience passiert nicht zufällig,
sie ist sorgfältig geplant.

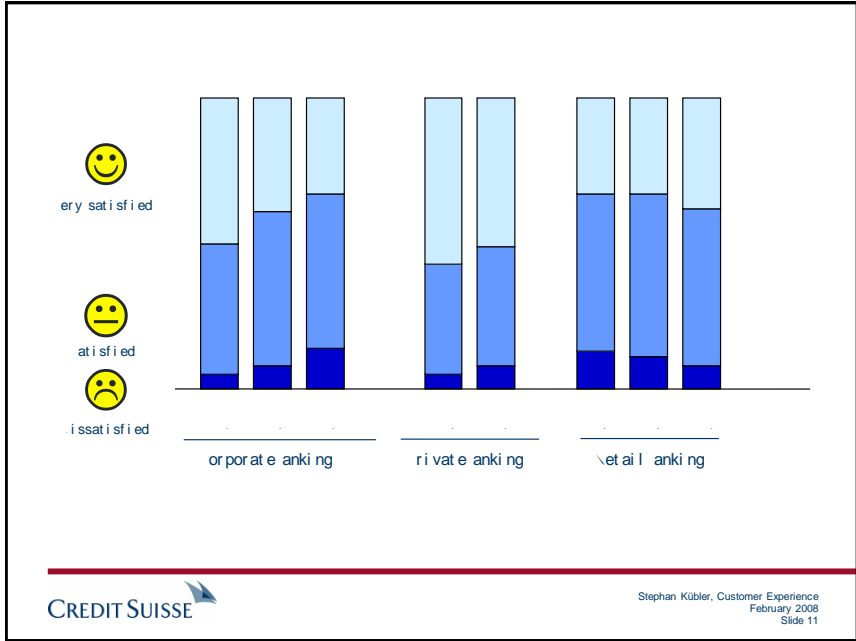




Empathie














Weiss jemand, wo das Salz ist?


The screenshot shows a Microsoft Internet Explorer browser window displaying the Credit Suisse Intranet. The address bar shows the URL <http://coa.csrtra.net/>. The page header includes the Credit Suisse logo and the word "INTRANET". A navigation menu contains links for HOME, INVESTMENT BANKING, PRIVATE BANKING, ASSET MANAGEMENT, SHARED SERVICES, REGION, KEY INITIATIVES, and ABOUT US. The main content area is titled "Center of Accessibility" and features a search bar, a "COA Search" input field, and a list of links: About COA, Our Services, Web Accessibility, Document Accessibility, Branch Accessibility, and Disability Interest Forum. A large image of hands holding a document is displayed. To the right, a "Contact" section provides information for accessibility help. The main text welcomes visitors and lists accessibility features such as hidden "skip to" menus, list navigation in HTML, TITLE attributes for links and ALT attributes for images, shortcuts for navigation, international standards for color contrast, different CSS models, full functionality when JavaScript is disabled, and a crumb trail. At the bottom, there are links for browser shortcuts, Black & White, Sitemap, and A-Z index, along with a "Print" button. The footer includes the text "Last update: 2007-11-06", "Created under: Center of Accessibility", and "Copyright © 1997 - 2000 CREDIT SUISSE GROUP and/or its affiliates. All rights reserved. FOR INTERNAL USE ONLY." There are also logos for WCAG 1.0 and WCAG 2.0.

DIRECT NET Language: EN DE FR IT

Online-Banking mit Direct Net

	Log-in Demo-Version Hilfe	Mehr über Direct Net Privatkunden Firmenkunden Private Banking
		Institutionelle Kunden Demo-Version
	Log-in Demo-Version Hilfe	Mehr über Direct Net
	Log-in Demo-Version Hilfe	Mehr über Direct Net

Ihr neues Direct Net




Direct Net präsentiert sich im neuen Design.


Änderungen im Direct Net

Neu müssen Sie eine Auswahl mit der **Go**-Bedienungsfunktion bestätigen.

Sicherheit



Optimierte Sicherheit im Direct Net

Barrierefreiheit


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CREDIT SUISSE Stephan Kübler, Customer Experience
February 2008
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**"You can't know a person until
you've walked a mile in their moccasins."**
American Indian Saying