



The Challenge:

Scottrade, a St. Louis-based online brokerage firm with more than 330 offices nationwide, was ranked “*Highest in Investor Satisfaction with Online Investment Services*” in 2007.¹ Scottrade says one of the main drivers of its success is the exceptional service customers receive through its branch network, the largest branch network of any online broker in America. It’s no surprise that Scottrade expects the same level of customer service from their business partners. Prior to doing business with Color Art Integrated Interiors, Scottrade relied on a manual system to plan for branch expansion that was time consuming, limited to local representation and required constant oversight by Scottrade, all of which translated into significant challenges for Scottrade.

The Solution:

Project Integrator:
Color Art Integrated Interiors

Construction:
Commercial Installation & Construction

Artwork:
Color Art Artwork Division

Furniture Services:
Color Art Services

By partnering with Color Art Integrated Interiors - all of this was about to change. Through a combination of a strong support team, a leading-edge eBusiness system, the Steelcase relationship, quality product, and an integrated approach to providing a total customer solution (artwork and installation), Color Art was able to provide the level of customer service, nationwide, that Scottrade provides to its own customers. Explains Kathy Simino, Director of Branch Development for Scottrade, “We chose Color Art because their customer service is very good. They are just on top of it, and we never had that from our other vendors.”

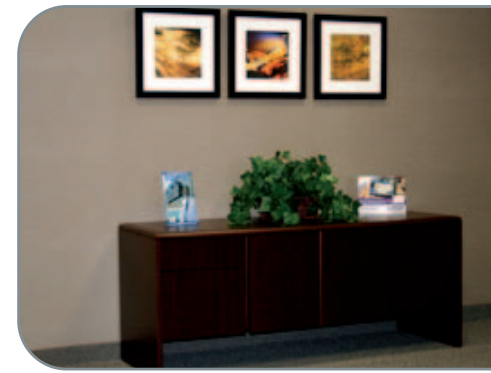
Before beginning their partnership, Scottrade and a Color Art Support Team designed a comprehensive, customized business process map that carefully accommodated Scottrade’s specific business situation. Once the process was clearly defined, Color Art’s implementation process began. Initially, a complete set of furniture standards were developed in conjunction with Scottrade, Color Art, and Arcturis (Scottrade's architectural firm). A custom eBusiness system was then designed that provides 24/7 ordering, tracking and managing capabilities in real-time to every relevant member of the Color Art, Scottrade, and Arcturis teams.

To solve the issue of nationwide service and provide consistent, high quality products, the Steelcase Network of Dealers (to which Color Art belongs) were brought into the process. The dealer network is regulated to guarantee reliability and accuracy, providing seamless delivery, installation, and service nationwide. And finally, electronic reporting and account

¹ Scottrade received the highest numerical score among online investing service providers in the proprietary J.D. Power and Associates 2007 Online Investor Satisfaction Study.SM Study based on responses from 5,024 consumers measuring 10 providers and measures satisfaction of online investors. Proprietary study results are based on experiences and perceptions of consumers surveyed in July 2007.



Color Art Integrated Interiors
Because what's inside counts.



The Result:

management project review systems were put in place to ensure ongoing accuracy and efficiency. Recently, Scottrade has been looking for ways to extend the life of its branch interior design while creating a strong brand image. Through the Color Art integrated approach to customer service, Scottrade was able to standardize the color scheme of the branch offices by adding a selection of customized art to their online catalog. Using Color Art's Artwork Division, Simino's team was able to not only create a consistent look in each office, but also a localized feel using artwork that represents places of interest or landmarks of that area. This customized, integrated approach has again increased efficiency and value, translating into a savings of both time and money to an already satisfied customer.

As a result, Scottrade has in place a more efficient way of expanding their network, spending less time worrying about processes and allowing for more time to focus on its business.

Kathy Simino:

Director of Branch Development, Scottrade

"With our rapid growth, projects have to be accurate and timely due to our tight schedule. As long as Color Art continues to provide the customer service and products they do, I would see no reason why we would switch."

Christine Hoffman:

Account Manager, Color Art Integrated Interiors

"One of the things that was very important to us was capturing that team effort that is so prevalent with Scottrade. They are a company that believes in partnerships and working together to succeed as a team. This is what we strive to accomplish in all of our efforts with our partners."

1325 N. Warson Road
St. Louis, MO 63132
314-432-3000
Fax: 314-993-2752
www.color-art.com



Celebrating Our 60th Anniversary



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