

Capital one essay



**ASSIGN
BUSTER**

Capital One is on a daily mission to improve its services. It was founded on the belief that ‘ the power of information, technology and testing could be harnessed to bring highly customized financial products directly to consumers’. It surely have gained its customers’ loyalty through their experience in handling clients in preceding years and it surely have emerged into one of America’s largest consumer franchises. Capital One achieved many goals and gained many awards some of them are the following:

- * Ranked #148 on the Fortune 500
- Ranked #15 by AON Hewitt Associates and FORTUNE magazine on “ Top Companies for Leaders” list
- * Ranked on the annual InformationWeek 500 list of America's most innovative users of information technology
- * Ranked Training magazine's Top 125 companies for employer-sponsored workforce training and development
- * Listed on 2011 “ 350 World’s Most Admired Companies” by FORTUNE magazine
- * Named “ Bank of Year 2011 – United States” by The Banker
- * Capital One ranked #23 on the “ Leadership500” (2011 Best in Leadership Development) by Leadership Excellence

From those few awards mentioned above, it is clearly seen that this bank stressed on information technology development, a continuous improvement and its reputable status. It proved that it knows its customers and their needs and acted upon it.

Capital One added value to its services by tailoring its customers’ needs; by knowing their customers they delivered ‘ the right product, at the right price, to the right customer at the right time’. It enhanced its online servicing capabilities and offered its customers a various range of services. When entering its website you can go through the customer service page and see how they manage all of your requests through his online banking process.

They offer managing your account online, paying your credit card bills, checking your last transactions, checking your balance, transferring funds, paying your bills, etc. and it's all done online easily, quickly, and secured. All the above information made capital one a success, they added value to their services, they reduced their costs and in addition their clients' costs, they managed the risks by knowing their customers, and finally created a new reality with their new and innovative products, services and business ideas. We can only wait for more improvements and new ideas to make businesses more efficient and easy to handle.