

OBSI Launches New Consumer-Friendly Website

TORONTO, Nov. 15, 2017 /CNW/ - Canada's Ombudsman for Banking Services and Investments (OBSI) announced today that it has launched a new, accessible and more user-friendly [website](#). The site features improved usability, responsive design and a simplified complaint process for consumers in both official languages, as well as new features for participating firms.

New Bilingual OBSI Logo (CNW Group/Ombudsman for Banking Services and Investments (OBSI))

"One of our key priorities is to continue to deliver quality and accessible dispute services to consumers and participating firms. Redesigning OBSI's website with usability top of mind has been an integral part of achieving that goal," said Ombudsman Sarah Bradley. "We are excited about the site's simplified look and refreshed branding. Combined with enhanced content, improved search functionality, and responsive design for mobile devices, the website will allow consumers to better interact with OBSI online and provide easier access to information about us."

OBSI's new website incorporates OBSI's refreshed brand, which includes an updated logo featuring a stylized maple leaf to highlight the fact that OBSI's services are available across Canada. OBSI has also expanded its standard corporate colours by introducing gradients that help modernize the logo without straying too far from its traditional brand.

In addition, the launch of the new website coincides with OBSI's increased presence on social media, including its new feed on Twitter as @Ombudsman_OBSI. Through Twitter, OBSI will continue to offer increased insights into the world of financial complaints. Visitors to the new website also will be able to view and follow a live social media feed, easily subscribe to OBSI's e-News letters, or review the organization's case studies in a streamlined way.

"Our vision is to inspire confidence in the Canadian financial services sector. We expect to do that not only by resolving disputes effectively, but by ensuring our service is transparent, easy to understand and accessible to all Canadians," Ms. Bradley said. "Our new website will help to remove barriers that often arise when dealing with the complexities of financial complaints. We look forward to continuing to build on our new digital platform to share our expertise and knowledge with consumers, participating firms and the public."