

KANSAS CITY BUSINESS JOURNAL

BUSINESS PULSE SURVEY: [Should Clay Chastain be given an active role in planning for a light-rail system?](#)

Tech firm lands deal with American Century

Kansas City Business Journal - 11:14 AM CST Monday

Acquity Group LLC said Monday that it has won a deal with **American Century Investments** to develop a Web strategy for the mutual fund company.

Financial terms for the deal were not disclosed.

Since opening an Overland Park office in November 2005, Chicago-based Acquity Group has won deals with **Hallmark Cards Inc.**, **Blue Cross and Blue Shield of Kansas City**, and **Garmin Ltd.**

Rick Nash, managing director of Acquity's Kansas City office, said the local operation will deliver about \$3 million in revenue this year. The Web and e-commerce strategy firm now has nine local consultants, up from five in June.

Nash said Acquity Group will help Kansas City-based American Century move more of its customer interactions online.

"A significant amount of their customer interactions takes place in a call center, which is an expensive way to do business," he said.

Acquity Group ranks No. 2 on the Kansas City Business Journal's list of Top Area Web Design and Development Firms.

[Contact the Editor](#)

[Need Assistance?](#)

[More Latest News →](#)

[Subscribe or renew online](#)