

Case Study: Clearlybusiness

Clearlybusiness specialises in developing and providing software and services designed to ensure the growth, efficiency and success of UK small businesses.

Objectives

- Build a site that attracts new customers to sign up
- Create a user-friendly site
- Clearly communicate the capabilities and benefits of CREDITFOCUS

Results

- A new website servicing new and existing customers
- A showcase for CREDITFOCUS
- Increased conversion ratios

Strategic partnership gets to the heart of the customer experience

"We've been consistently delighted with insights beyond our expectations as Foviance's consultancy has enabled measurable improvements in critical metrics, such as our conversion ratios, which mean that we can already say we've seen a clear return on our spend." **Conrad Ford, Head of Existing Businesses Clearlybusiness**

Rapid wireframing was used to meet the needs of Clearlybusiness as they were looking to deliver some quick wins in a very short space of time.

The initial project

Due to the decision to extend the free version of CREDITFOCUS to all small businesses in the UK, Clearlybusiness were suddenly in the situation where they had an external website that was not up to the job of promoting CREDITFOCUS and did not represent the worthiness of the application.

The main areas of the project were to address the following issues:

- The existing site was built to handle customers who had already been sold the product face-to-face, not to attract new customers to sign-up
- The usability and design of the site were suboptimal
- The product had attracted great press and customer feedback, and won awards, but this was not represented on the site
- The content looked old, and did not really bring the product to life.

The results

While client confidentiality means we are unable to reveal precise details of the success of the approach, a measurement used to gauge success was increased conversion rate.

A short timeframe is always a risk as there is less time to understand the objectives of the site, which is critical in order to design a product that meets both the business and user needs.

The final deliverables included a set of 11 wireframes that formed the basis of the developed site.

Summary

Foviance responded quickly to Clearly Business's sudden request for help to design a promotional site for CREDITFOCUS, a product that was about to attract a lot more attention.

Conrad Ford, Head of Existing Businesses, was extremely pleased with the designs produced.

