XTGLOBAL™

TELECOM SERVICES PROVIDER ELEVATES ONLINE PRESENCE WITH DYNAMIC WEBSITE AND ENHANCED LOGO

How often does a company feel that its online presence is limited because of an outdated website? It happens more often than we expect.

In a digital world, every company requires a digital identity – a proof of existence through online branding. Every organization, big or small, is investing in digital transformation, expending resources to improve customer experiences through digital devices. Ever wondered, how will an organization achieves ROI from these initiatives? It is imperative that organizations need dynamic and user-friendly websites which reflect the digital capabilities.

Delivering the content in the right way, with the right clicks, at the right time, creates an emotional connection with the website visitors and makes them feel more involved.

www.xtglobal.com

Seeking an Online Presence in a Dynamic Sector: The Client's Requirements

In this case, a leading provider of telecom services for US County jails and juvenile detention centers was searching for ways to better represent themselves and their services in a highly competitive market. Their services include specialized call processing and billing services for use by correctional facilities, direct local and long-distance call processing, and value-added services such as digital recording, jail management systems, video booking, local area network design and installation, cabling, and call-processing system software and hardware.

With a view to expand their market presence, the company wanted to revamp their website as part of their overall corporate branding strategy. This strategy included creating an entirely new interactive website with modern design standards, easy navigation, refreshed look and feel, with designing of a new corporate logo.

Objectives of the New Website:

- A fully responsive website to explain users the many benefits of the client's state-of-the-art telecom services
- Create a solid, modern platform for promoting their products and services
- Build brand awareness through branded storytelling
- Conversion of site visitors into leads and clients
- Better SEO foundations and features to increase traffic and drive growth
- Improve overall site architecture and navigation to enable improved navigation and filtering
- Implement a fully responsive solution backed by WordPress CMS
- Form-based customer feedback interface
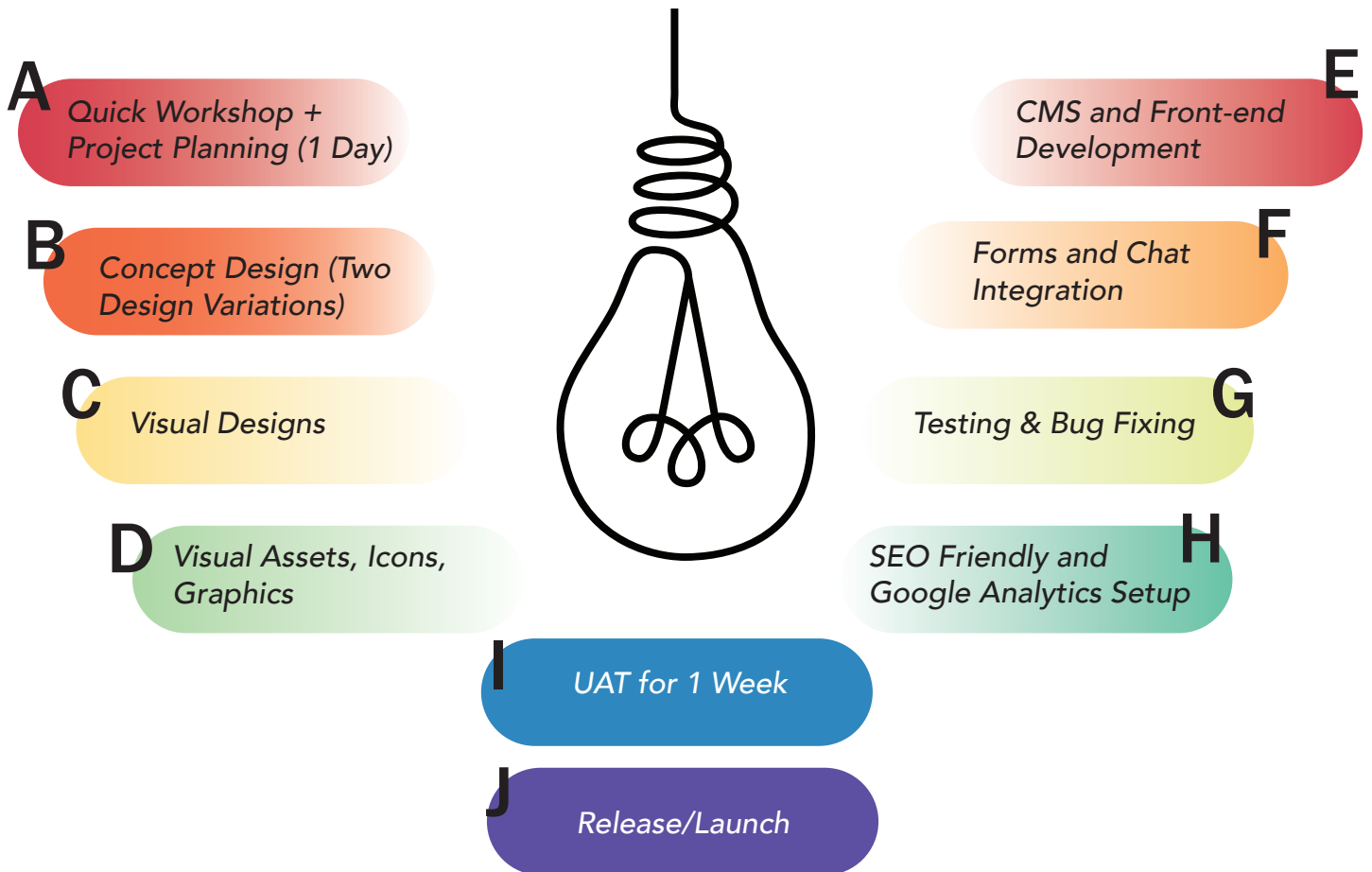- Corporate logo design to reflect a modern organization

Recreating the Brand with a Brand-New Website: The Methodology

XTGlobal had the goal of creating a visually rich website design that represented the Telecom company's innovative and technically superior products and services. The objective was to keep the users engaged with content and design that truly reflected the company's technologies and features.

Our Approach:

The website designing project was broken down into the following stages:

A Quick Workshop + Project Planning (1 Day)

B Concept Design (Two Design Variations)

C Visual Designs

D Visual Assets, Icons, Graphics

E CMS and Front-end Development

F Forms and Chat Integration

G Testing & Bug Fixing

H SEO Friendly and Google Analytics Setup

I UAT for 1 Week

J Release/Launch

XTGlobal assembled a cross-functional project team, including representation from development, front-end design, and project management. From there, an audit of the existing client site was conducted with specific areas of improvement being identified and indexed. The execution of the build included parallel tracks across web design, branding, content, front-end coding, and development. Status updates and client feedback/approvals were provided directly to client management.

The project also consisted of ensuring support for 3rd party plugins and data integrations, as well as developing a simple and intuitive mechanism for the client to manage their content and publish changes to a production environment. As the project neared completion, XTGlobal provided the client with a detailed deployment plan to act as the deliverable handoff.

The Agile Scrum methodology was utilized throughout, and consisted of:

- HTML5 / CSS3
- Javascript
- Bootstrap framework

Key Deliverables:

- Concepts (Variations for Homepage, Navigation, Service Landing & Service Details)
- Visual Designs for Key Screens
- Visual Assets like Icons, Graphics, Banner Images, Transitions
- Front end Responsive HTML CSS code in Word-Press CMS.
- Forms & Chat Tool Integration SEO Friendly Corrections (Page Titles, Descriptions, etc.) & Google Analytics Setup
- Testing, UAT, Bug Fixing
- Hosting
- Post Release Support
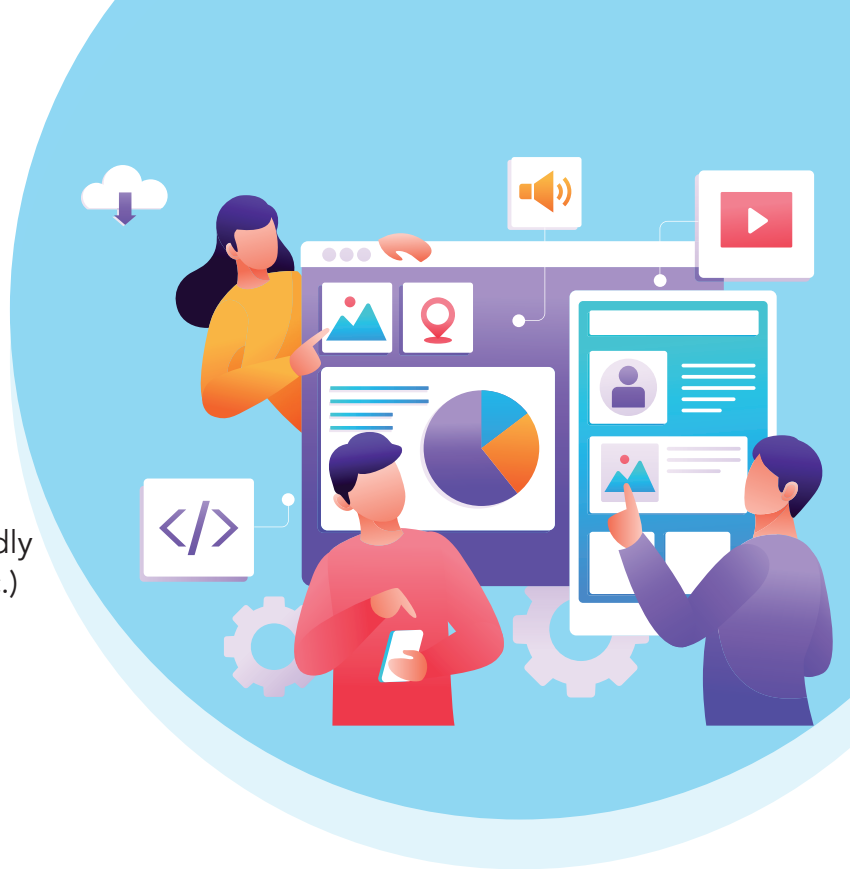
The Result: Dynamic Presence Guaranteed in the Webverse

This project reached completion in 6 months, with client satisfaction achieved. Consequently, the client's ability to better position themselves in their market while clearly communicating and differentiating the offerings placed them in a much better competitive position. XTGlobal's expertise in creating custom WordPress websites helped the client engage smoothly with their customers and boost online presence, credibility, & reach.

Clinch Your Place in the World Wide Web with XTGlobal.
Select Digital Business Services in Our Contact Form to Build Your Web Presence With Us.

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