

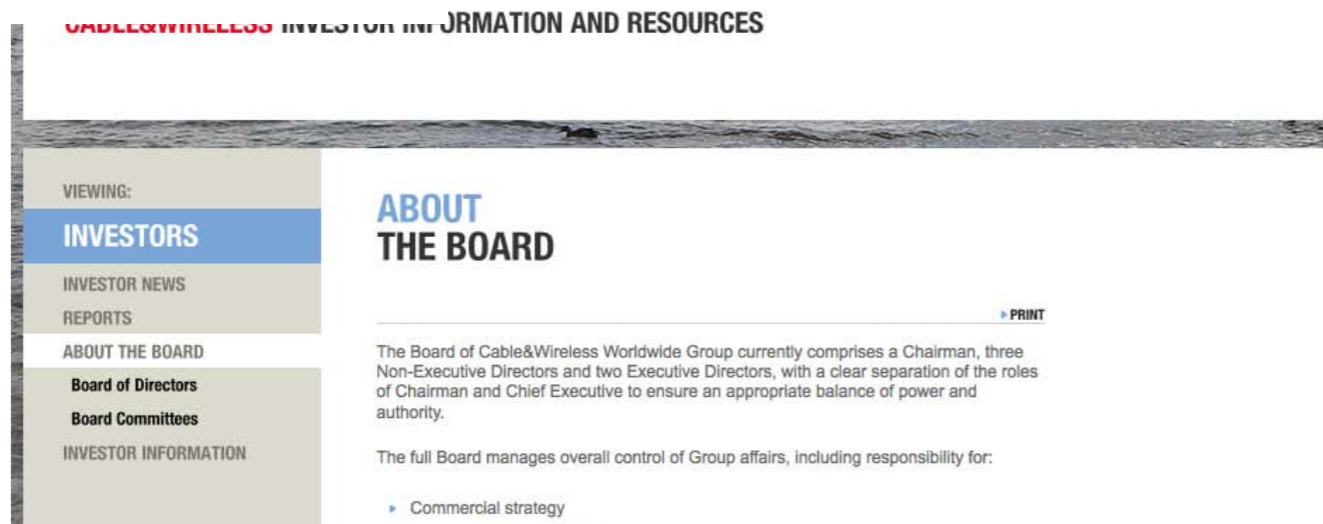
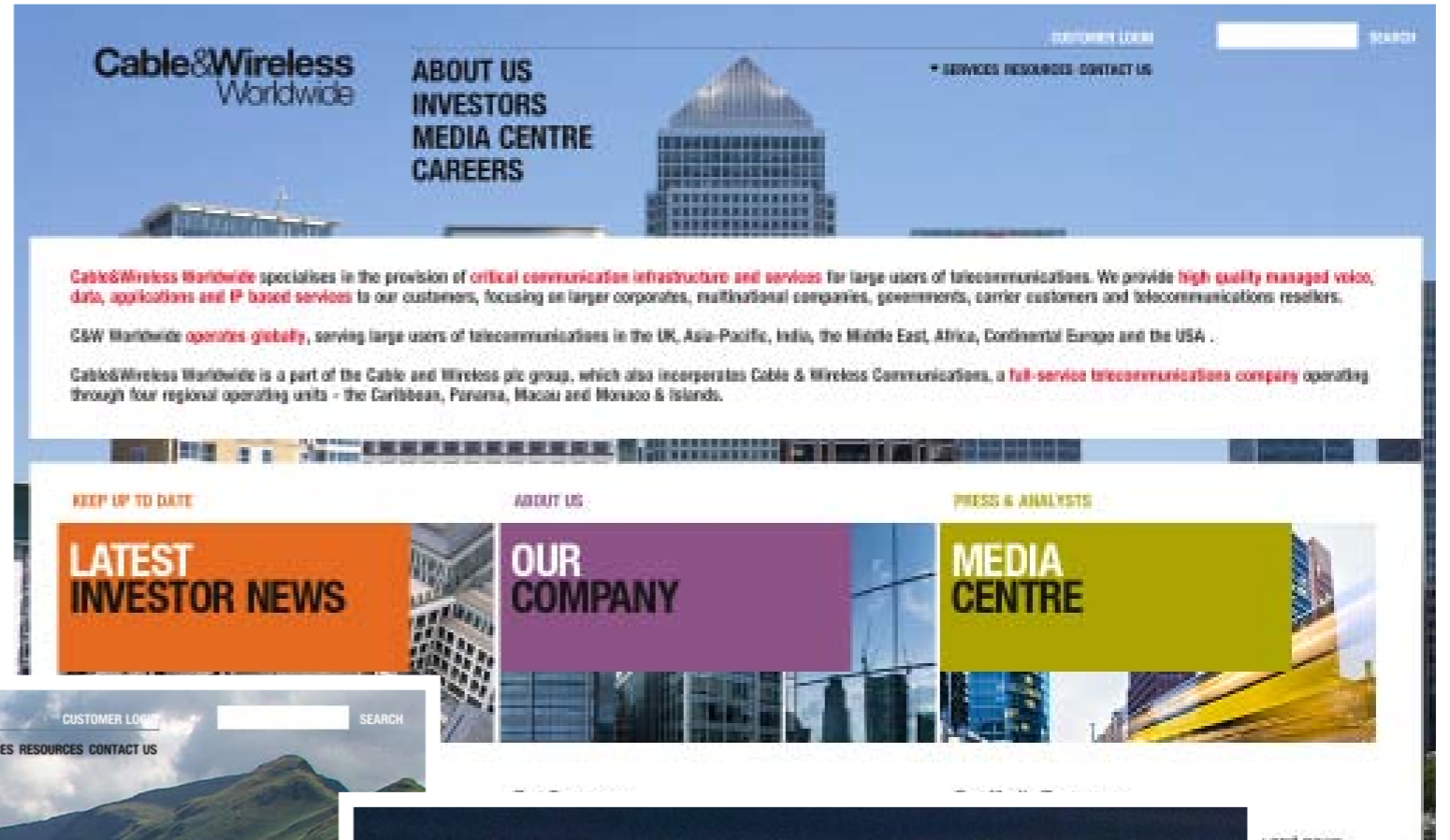
Case Study

CLIENT: **Cable & Wireless**
PROJECT: **Website design**

Challenge

Cable & Wireless (C&W), one of the world's leading telecommunications companies, approached Base One to help them design a new website for their Worldwide offering. We were faced with distinguishing two stand alone business units; Cable & Wireless Communications (formerly CWI) and Worldwide, as well as some very hard deadlines, in order to go live in time to support the demerger process.

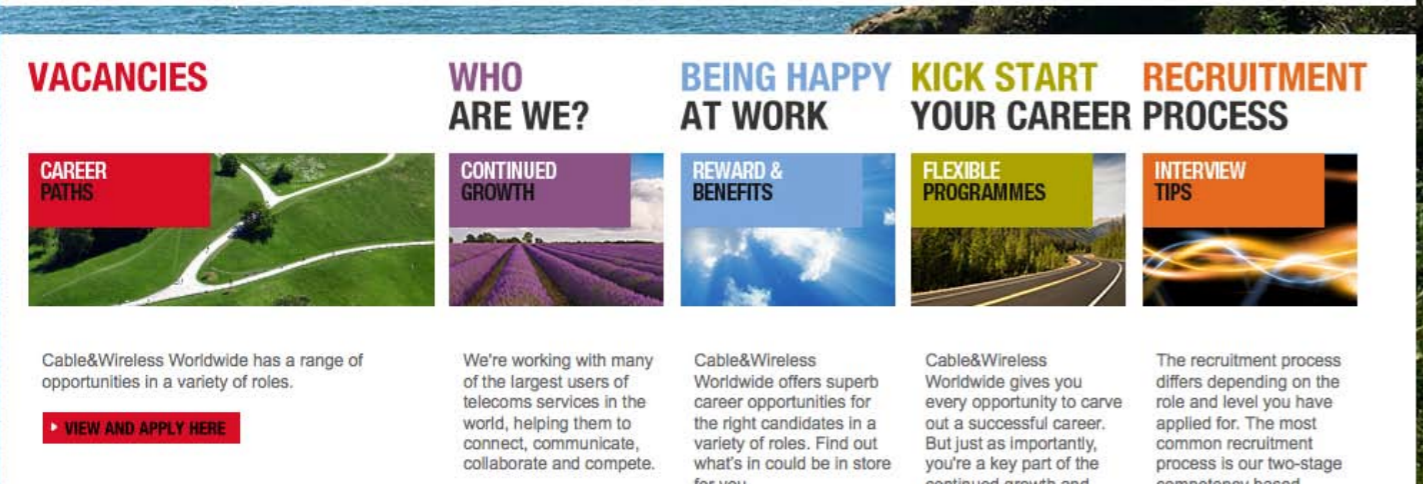
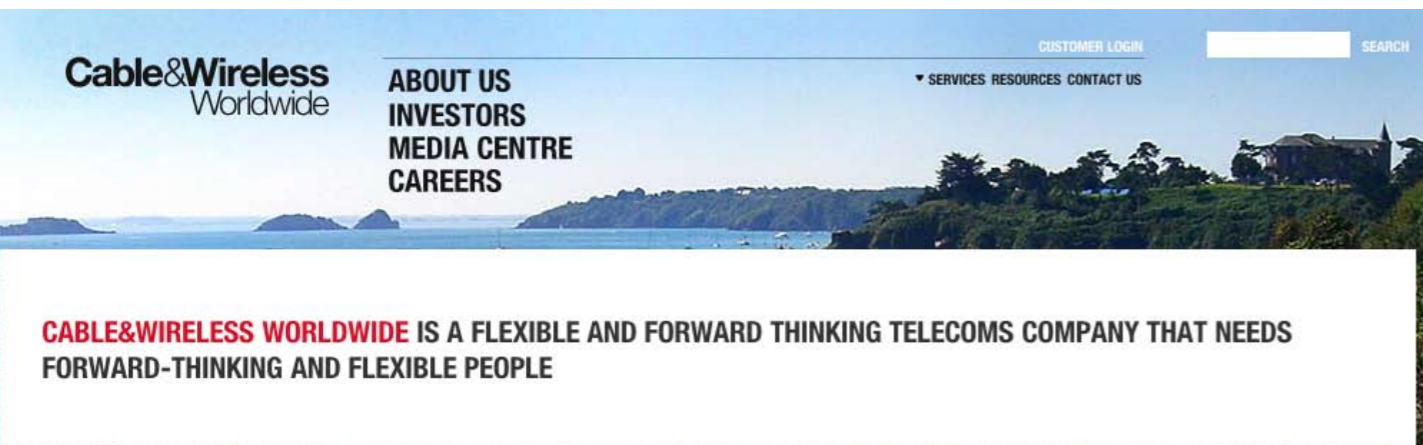
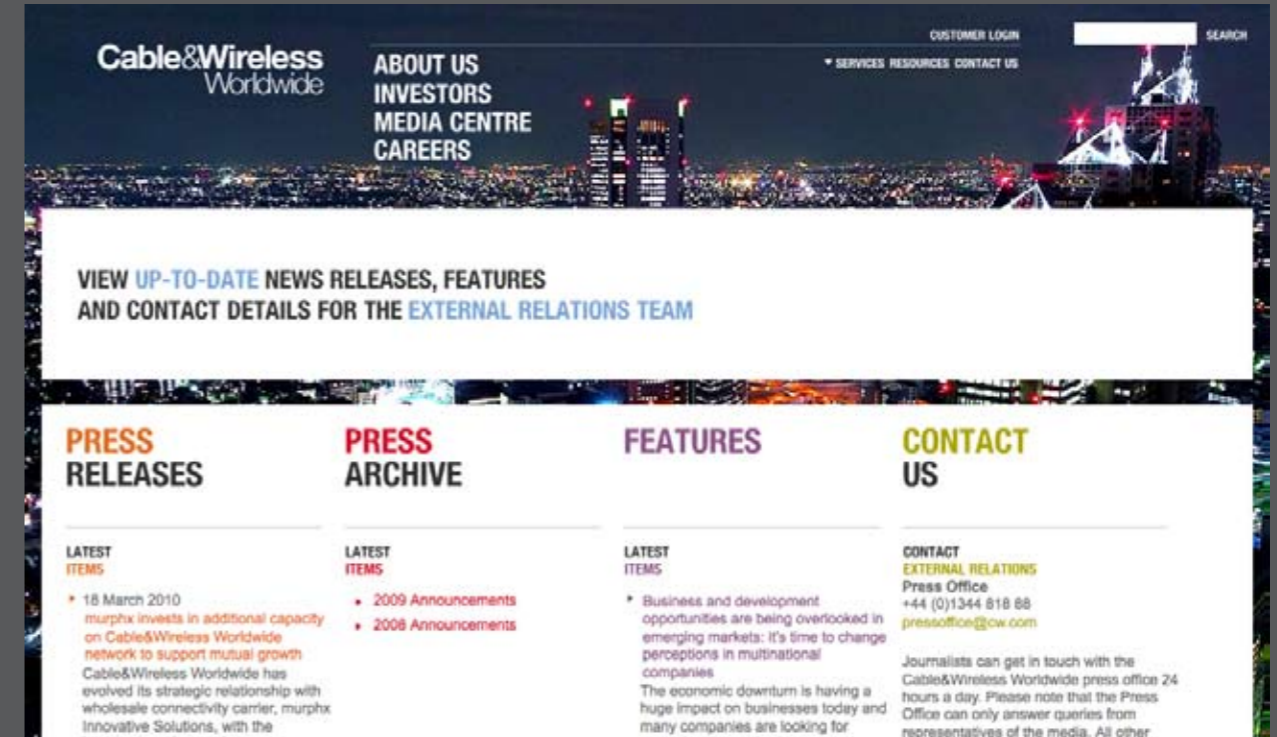
C&W's site at the time was relatively unused and unsupported - it existed as information pages about the company - but they wanted it to become a useful sales tool where customers and prospects alike could interact with the brand.



Approach

The first thing we needed to do was to review the brand and how it was to work online. We then worked to evolve the online brand elements into something that would help reflect the culture and vision of the company in a digital environment.

Our design concepts for the site were developed to ensure a unique user experience, while also taking into consideration the importance of information architecture - this was critical for handover to the C&W development team. The homepage needed to have real impact and create a very strong and positive first impression. The design also had to help re-enforce the global feel of the brand, so we used photographs taken by C&W employees from around the world.



Outcome

C&W now have a cutting-edge, hi-tech website with a look and feel to match. The site positions the brand as global, modern and friendly. Every visitor can now see that C&W is a state of the art, customer - centric provider with its finger on the pulse of technology, both today and in the future.

'I wanted to say a personal thank you for all your energy and dedication in supporting the Cable and Wireless website launch. It's been a long and bumpy journey and I know how hard many of you've worked to support this project, in some cases giving up your own personal time to do so. So, please convey my appreciation to those who've worked behind the scenes and whose efforts were crucial to go live. The initial feedback I have had so far has been very positive. Nigel Stevens, Director of Products and project sponsor, said earlier, 'I am really proud of this site, well done'.

Fiona Leech, Cable and Wireless