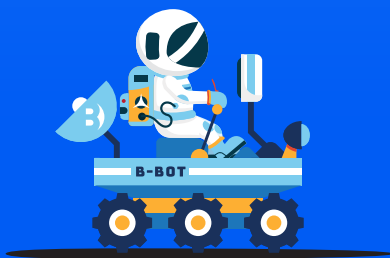




# How a Global Consulting Firm's Website Redesign Led to a Differentiated User Experience and a Cohesive Brand Voice

## CASE STUDY



“Partnering with Brilliance was the right decision for our team. We are very proud of the result. The website provides a cohesive, brand voice globally, improves our operational efficiency, and delivers a differentiated experience based on persona.”

— **Digital marketing manager at a global operations management consulting firm**

## Highlights

### Challenges

- Establishing a digital brand presence globally on a website that is easy to update
- Combining content and commerce into one interface
- Communicating with different client groups through their website
- Creating a cohesive message in multiple languages

### Solution

- Launched Optimizely Commerce Connect and Content Cloud with customized functionality to suit the needs of global audiences
- Provided expert guidance through discovery, design, and implementation
- Collaborated with technical and strategic teams to streamline decision-making

### Results

- Cohesive global branding that combines content and commerce
- Increased operational efficiencies
- An easy-to-use content management system
- A differentiated user experience based on specific personas

# Challenge

## A newly independent company needs to promote its new brand and create operational efficiencies

Any new company must find its voice, and it's especially critical when a company rebrands. That was the case for an operations management consulting firm (anonymized by request), which needed to forge a new identity distinct from its previous parent organization. The company has offices and clients globally, so creating a cohesive message in multiple languages was also important.

The firm previously had three separate websites that addressed different client needs such as consulting services and training products. Therefore, the combined website needed to deliver a differentiated user experience, and a streamlined user journey based on personas.

The company's global marketing manager led the charge for a digital redesign, working with an external agency to consolidate the company message on a single website.

“As a newly rebranded company, our website is a critical digital channel,” the firm’s global marketing manager explains. “We wanted to showcase who we are as a business and create an improved user experience.”

## Enabling a cohesive voice around the world

The redesign didn't stop there: the company wanted to re-platform the relaunched website on content management system (CMS) [Optimizely](#). The move would allow more global employees to easily add and edit website content, no coding required. It would enable faster updates, especially across multiple languages.

But the agency handling the redesign didn't have expertise in Optimizely, nor did the company's in-house team. Brilliance Business Solutions had both the technical expertise and the willingness to collaborate with the external design team.



**“We decided to work with Brilliance because they had the technical knowledge combined with the flexibility to work with us and deliver specifically what we wanted.”**

# Solution

## A phased rebrand involves seamless integrations and automation

They approached the rebrand in two phases, with the first phase focused on unifying all content into a singular format. Brilliance began with a detailed discovery process to understand the company's goals. "They're very good listeners and skilled at translating our strategic goals into an actionable user journey on the website," says the global marketing manager.

The Brilliance team then took the company's budget and developed a site that delivered maximum value and left room for future updates. Throughout the process, the team was also adept at collaborating across the organization and with the external agency.

"They worked with our entire team, keeping our stakeholders up to date and bringing them in as necessary," explains the marketing manager.

## Demystifying digital commerce

The second phase of the transition involved adding the ability for clients to purchase products through Optimizely's commerce engine. Brilliance helped craft a strategy to deliver a fresh experience, distinct from other business areas.

As a global company, they needed more capabilities than a typical commerce site. Brilliance customized the platform to allow for these variations, without frustrating the client.

"Brilliance added a lot of value from a digital commerce expertise standpoint," the marketing manager says. "They are very knowledgeable about that end-to-end online sale, and guided us to the best approach."

Optimizely is easy to use and can unlock transformational customer experiences, but only if leadership understands the data underlying the platform. In addition to demonstrating

their technical expertise, the Brilliance team made additional suggestions to enhance the implementation, explained in language that made sense to non-technical teams.

“Being able to speak to different levels of the organization in a way that they can understand was critical to the outcome we achieved,” the marketing manager says.



**“There are a lot of nuances specific to our business and the experience we want to deliver to clients in different regions. Brilliance helped us think through the commerce functionality that was needed.”**

# Results

## Cohesive branding leads to higher-quality leads

By working with Brilliance, the firm now has a centralized, unified website that delivers what customers need. Using their expertise in B2B services, content management, and SEO best practices, Brilliance created a visually appealing website with easily navigable pages. The new site preserved search equity while increasing brand awareness, reinforcing the new brand's position as a leader in their field.

The new site generates more form completions and higher-quality leads, and the firm's customers also enjoy a greater ability to self-serve because of enhanced digital commerce capabilities.

“We now have all our products on one website. We can send our clients there, which frees up our sales team for other work.”

## An easy-to-use tool creates operational efficiencies

Optimizely's CMS has enabled teams to add and edit content quickly, effectively expanding the company's global communications team.

“The operational efficiencies are the most important outcome of this project, making it easy for our teams to maintain the site as well as launch new language websites.”

Brilliance delivered both a powerful website and the in-house education to build on that success. With this project, they've helped lay the groundwork for the next phase of the firm's transformation.



**“When it was time to hand development over to our internal team, Brilliance was great about knowledge transfer. This partnership has set us up for success.”**



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