



Improvement in Website Traffic with Modernization of Website Leading to Higher Conversion Rate

INSIGHT

A next-generation customer engagement Cloud Platform wanted to revamp and modernize their old website because the current CMS lacked prerequisites for further development. They needed a modern and appealing visual style capable of displaying their wide breadth of content and shedding light on the brand's personality.

For the client, Forsys redesigned their website, and rebuilt their information architecture and user flow. We used custom-made graphics from scratch to visually represent the written content, which led to improvements in the user experience and conversion rate.



Industry
Software Development



Revenue
<\$5M



Employees
20+



Headquarters
California, US

BUSINESS CHALLENGES

The client's underlying goal was to deliver an exceptional customer experience and robust business continuity through this customer engagement platform.

Their website, however, failed to display this dynamic. Aesthetically, it was more of a visual dumping ground that failed to do justice to the brand's purpose. Additionally, the content lacked structure, and the inconsistent design & flow of the website hampered the user experience.





TRANSFORMATION JOURNEY

Forsys used custom-made graphics from scratch to visually represent the written content, which resulted in an improved user experience. Our design process followed: empathize, define, ideate, prototype, and test.

The key highlights of the approach to solution:



Defining business requirements



Audit of website and content



Context exploration



Wireframe creation

IMPACT



Increase in returning visitors



Improvement in bounce rate



Higher conversion rate

ABOUT THE CLIENT

The client is a next-generation customer engagement Cloud Platform to accelerate digital transformation for all businesses. The platform manages all customer relationships, its capabilities include a next-generation conversational AI Platform, Realtime Business Analytics, Intelligent Customer Data Platform, Real-Time Agent Assist for Contact Center, Omnichannel Connect, Conversational Marketing, and Engagement Automation solutions.

SOLUTION COMPONENTS

User Research, Usability Research, Hotspot Analysis, HTML5, CSS3, Bootstrap, jQuery, Viewport Meta, Slick.

