

Joined up Lean Supply Chain

Transforming Manufacturing & Supply Chain

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OVERVIEW

WBS Group are a team of highly skilled and motivated, results driven supply chain specialists. Based in Wantage, Oxfordshire. WBS Group contacted WSI in order to modernise and update their existing website and embark on a series of digital initiatives to better inform and reach out to new customers.

CHALLENGES & GOALS

The main challenge with WBS Group was that they didn't have any knowledge of who was actually visiting their site due to lack of Visitor Analytics, and even if they did, they didn't have the correct processes in place.

WBS Group wanted a whole new responsive website that would showcase their innovative message of Leaner, Faster, Simpler, to a wider audience. WBS Group wanted their website to be a step ahead of the competitors, so WSI undertook extensive competitor research, planning and analysis before designing and building the site around their new digital strategy.

THE SOLUTION

WSI rebuilt the website, adding modern, eye catching imagery which allowed us to revitalise WBS Groups Supply Chain message. We added prominent calls to action throughout the layers of the site to aid in a logical flow from page to page, without the need to use the menu. The simplicity of the site allowed customers to seamlessly find what they were looking for. The use of the top header with WBS Groups contact information made it easy for customers to pick up the phone.

Making the website fully responsive ensured a flawless experience for WBS Group's customers, where they are able to view the website on various devices including mobile or tablet.

In addition to the website design and build, WSI set WBS Group up with the all-important Visitor Analytics which would allow them to identify visitors to their new site - meaning they could adjust and develop their digital marketing strategy where needed.

WSI also implemented a digital strategy including a Content Marketing Plan detailing the production of content such as, case studies, news and blogs. Adding regular content will allow WBS Group to keep their audience engaged which will in turn grow their analytics and help them with their SEO rankings.

THE RESULT

Visits to WBS Group's new site have increased and they have received positive feedback all around. Thanks to Visitor Analytics we can now track who is visiting the site, when and where from. Customer Engagement also continues to grow thanks to their latest Digital Marketing Content Strategy.

Joe Turnbull, Managing Director of WBS Group
"WSI have a great understanding of our business, have shown us how to be successful in a digital world and we are pleased to be working with them on our journey to share our vision and knowledge with manufacturers and retailers up and down the UK"