

Phoenix Loss Prevention
Website Design
www.phoenixloss.com

Situation

Phoenix Loss Prevention, a successful loss prevention consulting company, needed to improve its online presence. Previous attempts to develop a website had proven ineffective at representing Phoenix's level of expertise and experience.

Critical Issue

Phoenix needed to increase visibility and knowledge of their company to help gain new accounts. Demand for their consulting services was strong and an effective website was needed to compliment existing sales channels.

Reasons

Many competitors offer services similar to Phoenix but few rival their level of experience and expertise. Phoenix needed to help prospective customers understand the value they offer clients.

Vision/Solution

CPD Services worked with key personnel at Phoenix to develop a clear understanding of how the website could complement Phoenix's market position. Content was developed to help prospective customers appreciate Phoenix's capabilities. The graphical interface was developed to support Phoenix's brand and extend their reputation online.

Results

The increased visibility and effective message of the site helped Phoenix to promptly see a return on investment. Quickly after launch, the site helped generate leads for specialized and profitable consulting services. The site has also become an effective tool for communicating with current customers deepening their understanding of Phoenix's services.