



STRATEGIC TOOLKIT DELIVERS MEASURABLE ROI

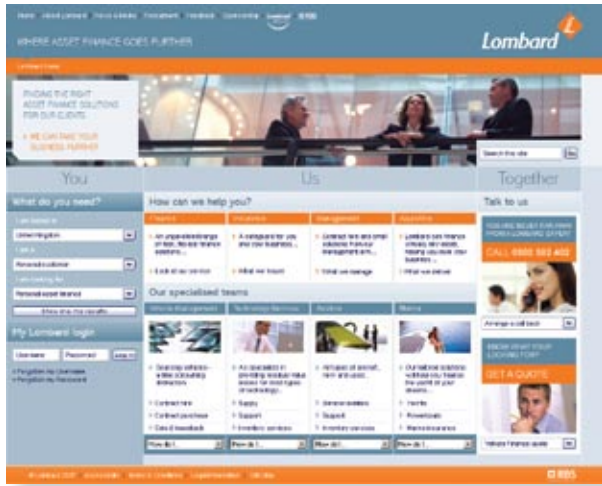
OBJECTIVE

Asset finance is a tricky business when you're operating across the whole of the UK & Ireland market. Bound by a variety of country specific regulations and with a complex network of microsites and offerings, the challenge of mapping out a customer journey that's consistent, on brand and which guides the user to relevant, compliant content can be overwhelming.

Lombard wants a site that provides all of the above in order to attract new prospects, cross-sell to existing clients and retain business with existing customers. We're experts in providing simple digital solutions to complex problems.



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Lombard Asset Finance – proposed website design

www.lombard.co.uk

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Brand book

SOLUTION

Working with Lombard's stakeholders allows us to truly understand the challenges that the business faces in the digital environment and craft a plan that yields real results for both the business and its clients. First, we create a strategy that reflects their unique customer needs, giving them a multitude of user journeys for all of their users in each of these differing markets and the market regulations for the locations that the different customers operate in.

Next, we help Lombard to ensure that the widely varied array of divisions all provide website experiences with consistent levels of sophistication. What does this mean for the customer? Whether you're looking at the haulage or computing parts of the website, you will enjoy the same level of usability, alongside clear, targeted signposts and quick routes to your destinations, speeding up transactions online.

RESULTS

What does all of this mean for the business? Improved conversion and happier customers. Let's not forget the measurable return on investment, genuine differentiation. Our strategy provides Lombard with the tools it needs to flourish in the digital world.

