



Introduction and Case Studies

The Team

WebBox have an in-house team of industry specialists. Some of the people that you will meet initially can be found below:

Introductions



Will Roberts
Managing Director



Sean Giles
Growth Director



Anwen Grinter
Digital Project Manager

About WebBox

- Established in **2008**
- A team of **15** based in Cardiff (HQ) and London
- **Diverse** client base with experience in a multitude sectors
- Experts in bespoke **website** builds, **UX design** and **paid advertising**
- Committed to long term **partnerships** (we still work with our first client!)
- Relentlessly responsive, proactive and flexible **approach**



Our Values

At WebBox, we live and breathe our values, working hard to align what we do with them everyday.

- Seriously Skilled
- Relentlessly Responsive
- Proactively Ambitious
- Brutally Transparent
- Collaboratively Creative

We believe that focusing on this mix allows us to service clients at the highest level and sets us apart.



Clients





Case Study

BBI Solutions

Background

As a pioneer in the global diagnostics industry for over half a century, BBI Solutions is a leading manufacturer of critical reagents and a developer and manufacturer of point of care tests for the in-vitro diagnostics market.

In the 2020 global pandemic, they were selected as a critical member of the UK Rapid Test Consortium (UK-RTC), a specialist group of companies tasked by the UK Government to develop a COVID-19 lateral flow antibody test, that people in their homes could use to determine if they had an antibody response to COVID-19.

BBI also developed their market position through growth and key acquisitions during this time. This rapid growth expedited the need to refresh and enhance their digital presence and redevelop their E-commerce website to reflect their innovation, global reach and market position.

The client had complex requirements that would allow them to serve their international business colleagues, stakeholders and customers through their new website. Therefore, they were looking for a digital agency that could take a bespoke approach, work to the Agile methodology and meet strict deadlines.



Case Study

BBI Solutions

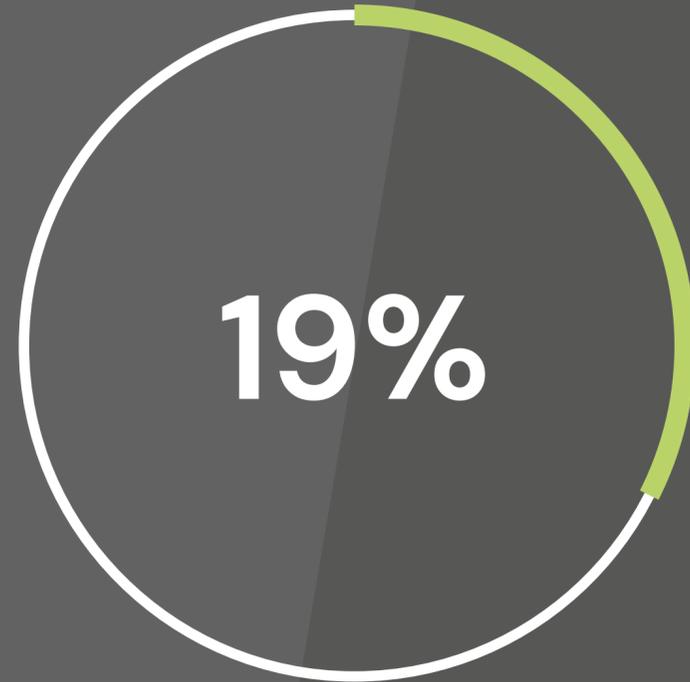
Solution

We worked in partnership with the marketing team and other stakeholders to understand the critical aspects of the project, such as:

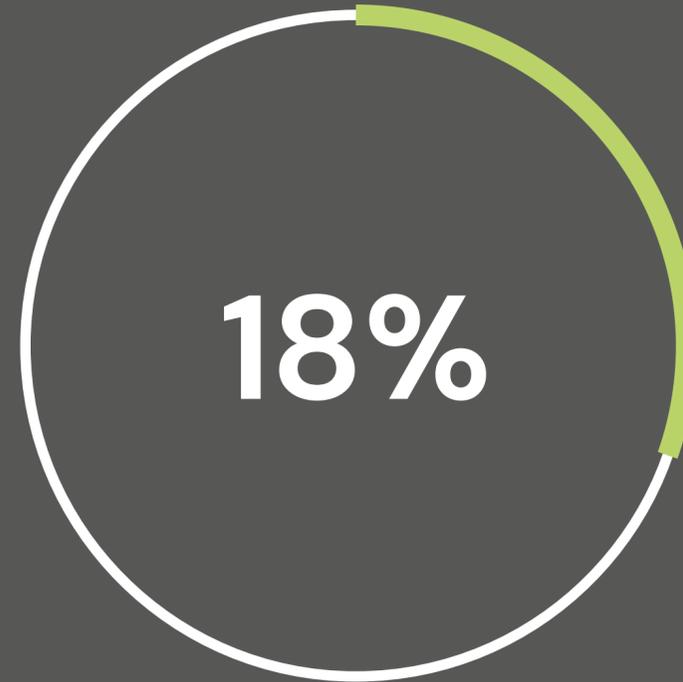
- Content architecture
- User experience
- User journeys
- Sitemap creation
- UX design within brand guidelines
- CMS development
- Training and support

We knew that an agile and phased approach would be best for BBI's team and stakeholders so that the project could move forward as the business scaled. The ability to pivot proved to be essential as more departments fed into the project, each with their own set of requirements.

To monitor progress, we set mini-milestones to keep track of where we were toward task completion. This approach ensures that even with an expedited delivery timeline, we met all deadlines set out for us by the client for each phase.



**Organic bounce rate
decreased by 19%**



**Pages per session
increased by 18%**



**Average session duration
increased by 19%**



Case Study

St John Ambulance Cymru

Background

After over 10 years since a website refresh, the incredible charity that is St John Ambulance Cymru deserved a website that reflected the organisation today.

St John Ambulance Cymru (SJAC) is Wales' leading first aid charity. With a rich history and roots in a Royal Order of Chivalry, they've been there for the people of Wales for over 100 years. In 2020, they showed again just how much they support us all by assisting the NHS with the Covid-19 vaccine roll out.

The last website refresh was completed in 2007, it had outlived its purpose with the design and functionality being outdated. Furthermore, keeping the content up to date was a cumbersome task for the internal marketing team. In short, it needed bringing into the 20s and being able to keep up with the times.

We worked with the marketing team at SJAC to take their vision, values and the history they're proud of and combine it with a new website, for this we took a consultative approach to guide them. This included a complete redesign and build of their website inside and out.



Case Study

St John Ambulance Cymru

Solution

Due to the charities involvement in the Covid-19 response with the NHS, we advised SJAC to deliver the website in a phased approach, with the first phase focussing on providing information, seeking donations and promoting volunteering opportunities.

During phase one we looked at what SJAC really needed, to do so we held workshops with those within the organisation across multiple departments such as fundraising, training, supplies and more to define what was essential for them to continue the great job they do.

Our overall objectives included:

- Creating a user-friendly CMS system
- Creating awareness about SJAC and all the excellent work they do
- Increasing website traffic
- Generating donations for the service
- Attracting passionate and dedicated volunteers
- A responsive website that is compatible on all devices.

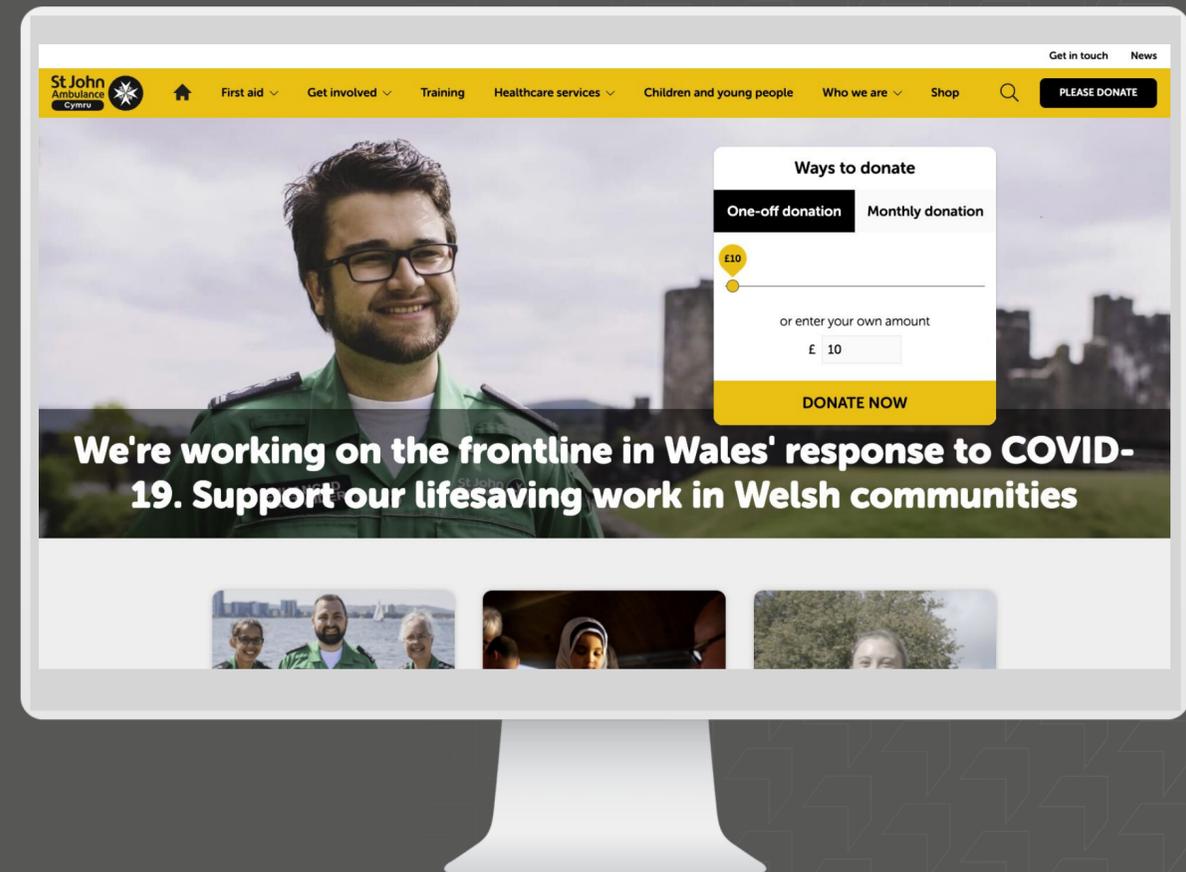
We are working closely with SJAC to deliver phase 2 which will include the ability to book first aid training courses and the addition of a shop.



Testimonial St John Ambulance Cymru

“We’ve worked with WebBox on a few websites and other digital projects to date. Since our initial contract with them for the development of a celebratory microsite, we’ve continued to work with them due to our satisfaction with results and the service they offer. The team at WebBox work exceptionally hard from start to finish of any project, defining our requirements, meeting our objectives, our users’ needs and really bringing our vision to life. WebBox also provides expert aftercare and support which is key to us as a client and charity who are continuously growing and evolving.”

Samantha Coles
Appeal Manager, St John Ambulance Cymru





Thank you for the opportunity