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CASE STUDY

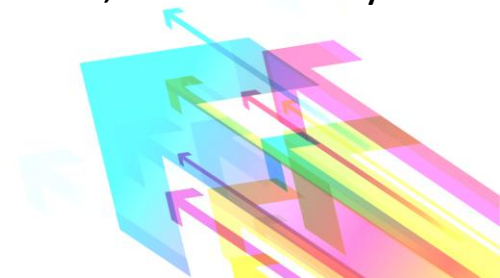


BUILDING MULTILINGUAL WEBSITE FOR THE COMPANY OF KSA

Building multilingual website for the company provides business services to the government and private sector in Kingdom of Saudi Arabia. A leading Business Services company in Kingdom of Saudi Arabia wanted to reconstruct a website that would be multilingual in content and dynamic in functionality.

THE COMPANY

The Client is one of the leading consultancy and business service providers in the Kingdom of Saudi Arabia. It provided services to some of the most prestigious organizations in the Kingdom including ministries and government agencies. Their philosophy is based upon professionalism, dedication, and integrity. They strongly believe in using our insight and innovative solutions to help our clients achieve success in their most critical missions. This dedication to adding value to our clients is what earned us the reputation of delivering exceptional results with speed, precision, and certainty.



THE CHALLENGE

Previously, the company's website was very basic an IT-driven site, it did not have multilingual content and had no marketing tools. This websites can have web content in two different languages, one in English and other one in local language of KSA Arabic.

THE SOLUTION

The new, bilingual website is an online representation of the company, as an innovative knowledge center of the business services provided by the company. Web-based forms have been included for requesting brochures, announcing information events and personal call to action consultations. The relationship with the current customers are also developed and maintained.



THE RESULT

Due to the fact, that new feature and look N feel of the site, obtained a great value in the business community of the client. The new web presence is vary multilateral and supports the company in its marketing activities as well as in its marketing research projects.

