

# Stroud & Swindon Your Building Society

## Stroud & Swindon Building Society Website and Content Management System

"We were looking for a provider to develop an easy to use Content Management System to provide a simple and straightforward method for updating the website...

Webnetism clearly understood what was required and delivered above the requirements of the brief; on time and within budget...

I would recommend them to any other Financial Service Organisation or company looking for an online solutions provider."

Terry Cawkwell

E commerce Manager Stroud & Swindon

### Client Background

Stroud & Swindon Building Society is the 14th largest building society in the UK with assets in excess of £3 billion.

The Society operates through a dedicated team of intermediary business development managers, with a branch network of 22 offices and 20 agencies in the South West, complemented by a direct contact centre based in Gloucester.

A new 'ground breaking' Mortgage Product Selector was deployed at the same time as the new website which complimented the existing Online Mortgage Application System.

### The Client Brief

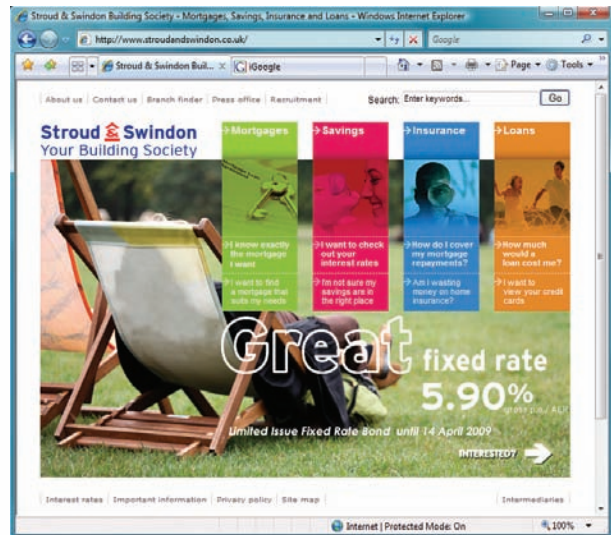
- A site that will allow profitable acquisition of new customers both in and out of area
- A site that is sticky and provides a first class user experience
- To continue to establish Stroud & Swindon brand as a recognised and respected source of financial services
- To continue to promote the Society as a forward thinking, innovative, modern and progressive organisation to transact business with
- To provide fast and easy access to information presented in a straightforward and easy to use format in the minimum number of clicks
- Initially to integrate with our existing mortgage functionality
- To implement a new CMS usable by relevant parties within the business and providing us with greater control of web page development and tracking
- A site which meets with the highest levels of usability and the statutory accessibility requirement

### Reasons for winning the contract

Webnetism are experts in providing highly technical, easily accessible and usable content management systems and visually attractive, engaging websites.

They were successful on the basis of proven good quality delivery and an already impressive customer portfolio. With Webnetism being able to cover the design, technical build and hosting internally, Stroud & Swindon was given added assurance that the project would be effectively delivered.

 **Webnetism**  
A Continental Ltd Company



### Response to the client brief

Using 'state of the art' .NET technologies and DDA compliant style sheet methodologies, Webnetism designed and built a brand new website for Stroud & Swindon with an accompanying Content Management System so they could control their own content without further costs.

Webnetism provided Stroud & Swindon with a website with the following features:

- Visually engaging and easy to understand with clear sign posting
- Easy to follow navigation
- A website built to a high level of DDA compliance
- All pages Search Engine friendly
- Obvious means of making contact using a variety of methods such as: email, telephone, contact form and free Callback

Webnetism provided a Content Management System with the following features:

- An easy to understand Interface (browser based) with clear navigation
- Ability to measure visitors via a preparatory Tagging Tracking Solution
- Multi-level User Permissions to control publishing and ensure high quality pages
- Customisable Template Structure for easy addition of content and controlled website layout
- Control of regulatory and legal text centrally ensuring compliance across the website
- Preview of content before published together with version control
- Auto Backup of previous web pages so original version can be restored
- Rotate Home page imagery and brand message
- Document, image and media library

// The Content Management System needed to be easily accessible to non-technical staff and deliver content compliant with DDA Accessibility Guidelines.

We required a robust and intuitive Content Management System that would make it easy for our product teams to populate the website with product information and for the design and layout to remain consistent and clear throughout the website whatever content is changed. It was important to build on our existing successful brand and engage seamlessly with our existing back-office application and illustration systems.

Webnetism not only developed a great solution but provided ongoing support with training and technical support when it was time to add content to the site using the Content Management System. //

Terry Cawkwell, E commerce Manager - Stroud & Swindon

[www.webnetism.com](http://www.webnetism.com)