



## CASE STUDY NATIONWIDE

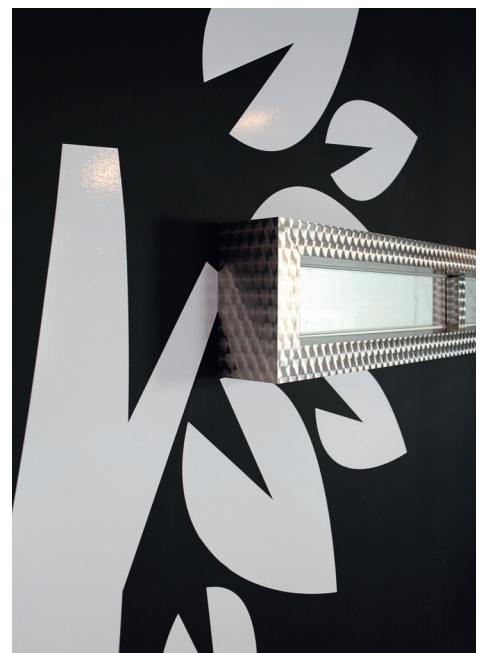
*In 2012 TBSCG began revamping two key websites in the Nationwide portfolio. As Britain's largest Building Society, Nationwide have an immense reputation to protect, and it was vital that any improvement work protected their reputation and enhanced the user experience.*



## THE CHALLENGES NATIONWIDE FACED

Two popular Nationwide websites [www.nationwideforintermediaries.co.uk](http://www.nationwideforintermediaries.co.uk) and [www.themortgageworks.co.uk](http://www.themortgageworks.co.uk) were ready for a change. The websites featured **aged content, relied on dated technology and had been designed in accordance with old brand guidelines.** After years of active service, Nationwide wanted to ensure that any changes to the popular websites improved their customers' experience.

The Mortgage Works and Nationwide for Intermediaries are award winning, high traffic sites and integral to Nationwide operations, so any redesign had to meet very high expectations from both stakeholders and users.



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## THE SOLUTION

A complete makeover of the two websites was required, including updates to the Autonomy TeamSite platform and a fresh design.

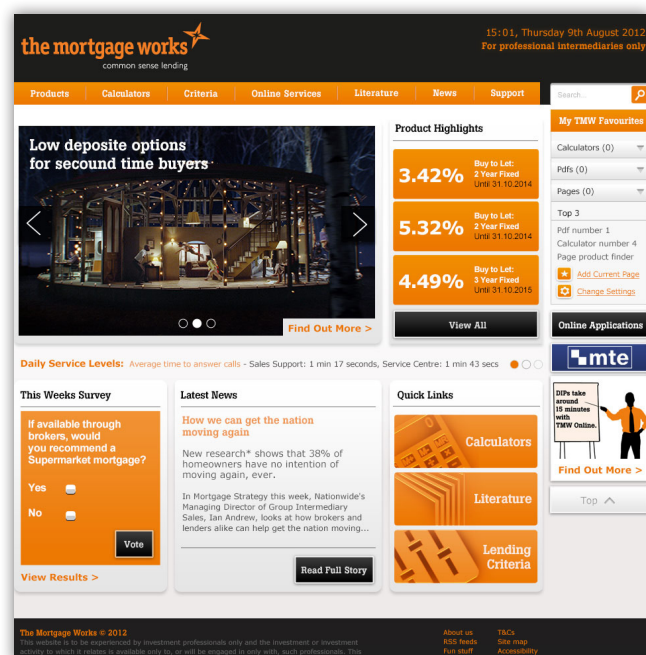
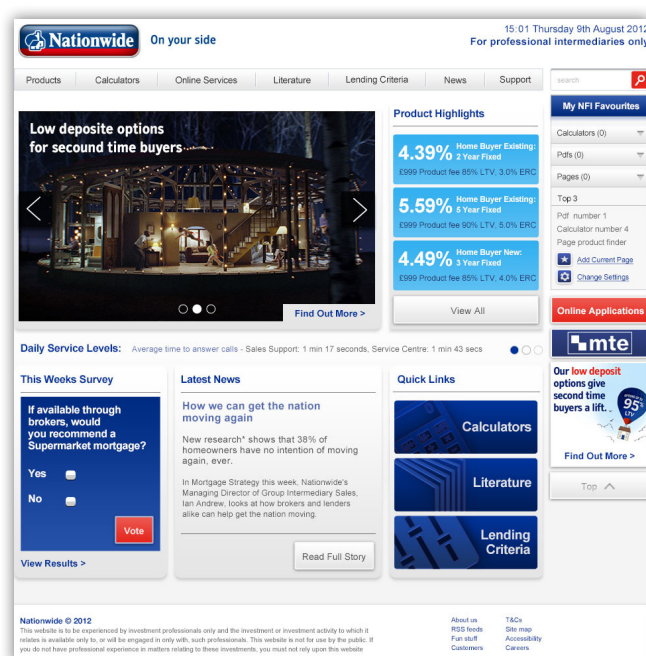
Nationwide had recently completed a rebranding exercise, so TBSCG had a **new set of brand guidelines** to work with, as well as new content.

Nationwide had already undertaken some user experience (UX) feedback from their Intermediaries, which was used as input to the new designs along with carrying out an analysis of competitor sites. Prior to the design and build phases TBSCG used this (UX) research to uncover the users' needs and wants. The UX research formed the foundation of the work, guiding TBSCG to design and build the websites that are squarely aimed at the user.

## STUNNING RESULTS!

The new Nationwide sites are fresh, modern and on-brand. The new site architecture rests upon a **solid platform and benefits from the latest web technologies**. Users can rapidly find the information they want, and Nationwide can easily make changes, correct issues and respond to feedback. The two sites now have an identical structure, differentiated by their individual branding, to enable Intermediaries to have a **consistent experience**.

TBSCG provide a **comprehensive Subscription Support service**. Which means that Nationwide have fast access to help when it's needed. And any issues with these business-critical sites can be rectified at short notice using TBSCGs knowledge and experience.



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