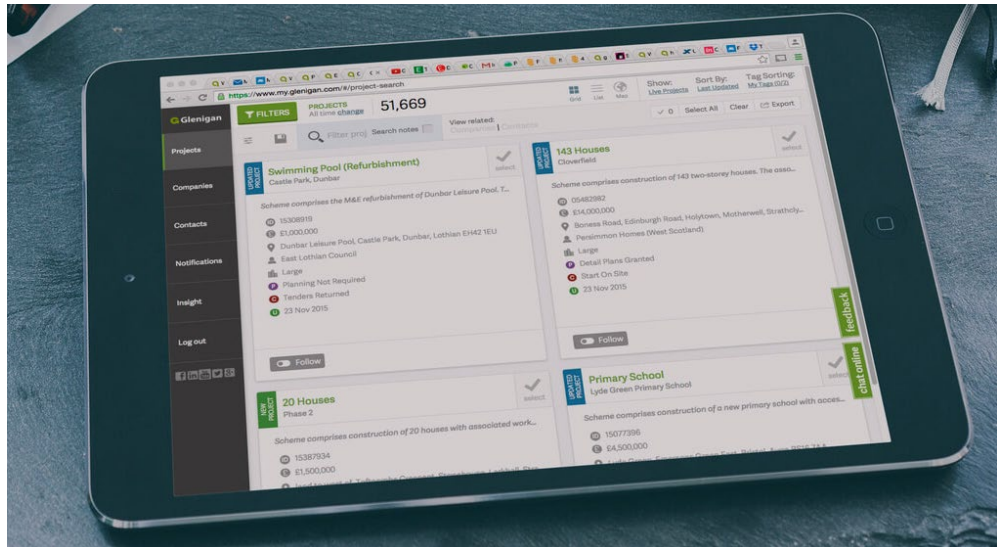
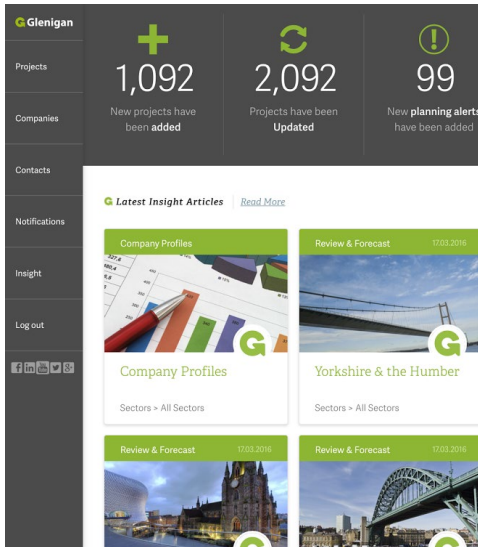


Makemedia rebuilt Glenigan's construction industry lead subscription product, providing a platform that drives subscriptions and increases customer engagement.



The Opportunity

- » Poor customer experience from legacy product
- » Large user training overhead
- » Aging technical stack
- » A need to leverage existing Salesforce infrastructure

Our Approach

- » Full immersion phase with customers to define product requirements and success metrics
- » Created Salesforce front end using AngularJS
- » Implemented lightning-fast Elasticsearch index

The Outcomes

- » Double digit billings growth
- » 15% increase in customer renewals
- » **Winner -** PPA Digital Innovation Award
- » **Nominated -** PPA Digital UX & Design Award



Find out more

Makemedia specialise in complex data products. We are experts at unpicking complex problems and uncovering the customer value in your data.

Read the full case study at: www.makemedia.com/work

or get in touch:
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 0845 017 8777

“To win the Digital Innovation Award amongst a field of eight excellent nominees is gratifying, but the practical day-to-day benefits of the platform and the implications for our bottom line greatly outweighs this.”

Victoria McEwan, Operations Director, Glenigan