

## ITWorx Helps Vodafone in Re-branding their Website and Enhancing User Experience



**Country:**

Egypt

**Industry:**

Telco

**Customer:**

Vodafone Egypt

### Executive Summary

A new subsidiary of Vodafone, Vodafone Egypt needed to revamp its old website in order to conform to Vodafone global branding guidelines and rules. ITWorx launched a full transformation of their website with re-designing and re-architecting of user experience scenarios. Leveraging the existing technological infrastructure, ITWorx implemented Vodafone Egypt website with new look and feel, features, and communication channels to enrich the new website contents. The results? Better user experience, increased website hits, improved global ranking, and more revenue.

### The Customer

Vodafone is the world's largest mobile communications company, recognized worldwide for its quality of service and product innovation. Vodafone Egypt was founded in November of 1998 and employs over 2,200 employees, and has proven its capability of delivering innovative and compelling mobile services to a customer base of over 4 million subscribers.

### The Challenge

Vodafone Egypt website is one of most the important contact points with Vodafone customers, and it is their most comprehensive available customer self services channel.

Vodafone Egypt, formerly branded ClickGSM, carried the themes and branding of ClickGSM company. The website (clickgsm.com) was designed and developed in 2000 to serve Vodafone Egypt customer base. Months after launching, Vodafone Group Plc. established its global branding group to focus on creating and standardizing a new global brand identity for Vodafone operators all over the world. Thus, the existing website in Egypt needed to be revamped in order to conform with Vodafone global branding guidelines that controlled all external and internal communications.

Moreover, Vodafone Egypt marketing department wanted to add new features and channels to the new website in order to enrich its contents, create a better user experience, increase website hits and improve its global ranking. Another objective was to reduce the number of click-throughs needed to reach important internal revenue-generating sections including the bill payment system.

## Technologies and Software

- IBM WebSphere
- Visual age
- WebSphere Studio
- J2EE
- JSP
- Oracle
- XSL/XML
- HTML, DHTML, cross browser development
- Flash MX
- Dreamweaver MX
- PhotoShop 7
- WebTrends 6

## The Solution

ITWorx proposed solution provided a better user experience and new look and feel that emphasized the global Vodafone brand, and solved many usability issues over the older ClickGSM website by re-designing the site structure and achieving better navigation and ease-of-use.

After conducting a thorough usability research on other Vodafone websites around the world that are implementing a similar look and feel and by carefully following the Vodafone global branding guidelines, the re-branded layout was designed.

The website backend provided the system administrator with control over the look on content so that the administrator could modify the site look on the fly, or periodically, without the need to re-write any code.

The new application was built on existing infrastructure and hardware. ITWorx made use of the current logical and physical architecture to reduce total cost of development.

## The Benefits

- Conforming to the mother's company brand identity
- Increasing web traffic and site ranking as well as improving user experience
- Boosting Vodafone Egypt online presence, visibility, and revenue

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