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Case Study: From  
Outdated to Outstanding

## Reshaping a Biopharmaceutical Company's Digital Landscape

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- 2x faster rollout
- 3x enhanced user experience
- 2x improved customer engagement



# Overview

In the ever-changing digital world, a research-based biopharmaceutical company has had major problems with its flagship corporate website matching its growing web presence needs.

The website was made five years ago & cannot scale to align with its global Omnichannel strategy, couldn't keep up with modern digital trends, and failed to engage the key audience.

The company selected WinWire to reimagine its flagship corporate and 20 regional websites to stay aligned with the company's evolving messaging and become an industry-leading channel to help engage key audiences and support company's strategic objectives.



# Key Challenges



## Non-alignment with Omnichannel strategy

It was becoming impossible for the website to align with the company's newly formed Omnichannel strategy.

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## Design inconsistencies

Corporate & country websites were following different templates, resulting in major efforts to maintain consistent corporate branding.

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## Falling audience engagement

The website was experiencing a consistent drop in site traffic with high bounce rates.

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## Ineffective Brand Showcase

The website did not effectively convey what the company stands for, missing an opportunity to strengthen its brand identity.

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## Ineffective content strategy

Overall content strategy on the website did not align with the evolving corporate messaging.

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## Restrictive Templates

The design structure was not flexible, making it difficult to introduce new types of content, limiting the ability to keep the website updated.

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## Cost pressure

Expensive design agencies' engagement and fractured implementation workflow resulted in cost overruns.

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## Site performance

The site was experiencing major performance issues, search engine optimization, and ranking issues.

# Key Objectives

The company envisioned a complete transformation for its corporate website. The objectives were clear:

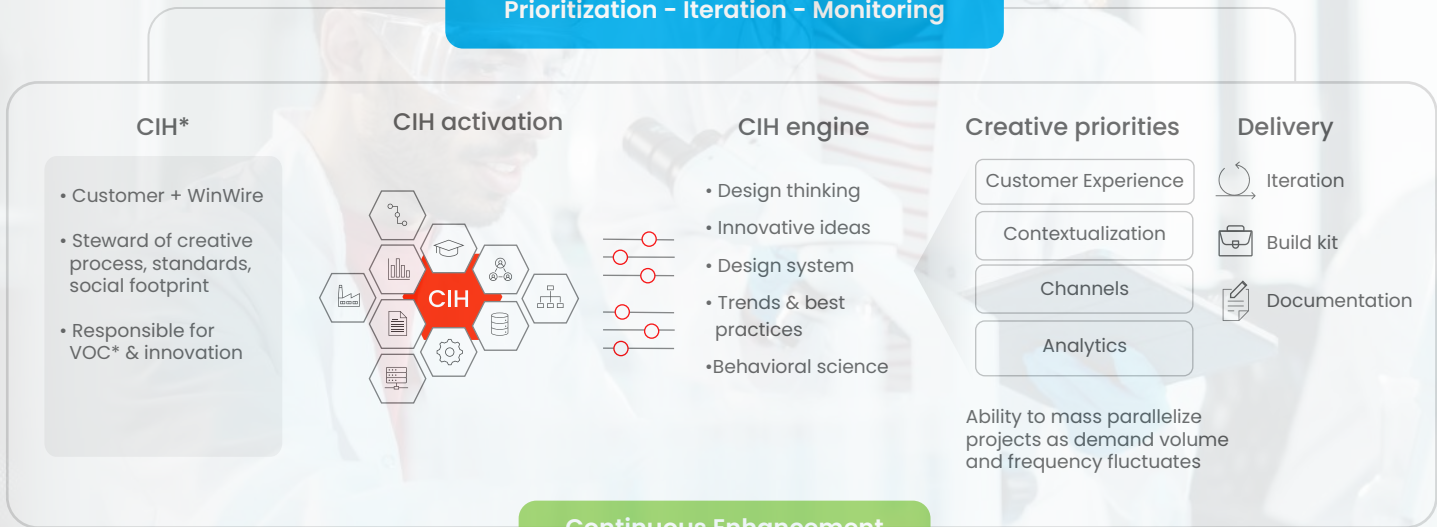
- **Industry-leading channel:** Establish its corporate website as an industry-leading channel that serves all brand communications & corporate messaging.
- **Omnichannel alignment:** align with the company's long-term omnichannel strategy.
- **Brand Showcase:** Employ multimedia elements and storytelling to represent what the company stands accurately and compellingly for.
- **Audience Engagement:** Implement modern, user-friendly design principles that facilitate easier navigation & appeal to the contemporary audience to attract & retain traffic.
- **Empathetic messaging:** Deliver empathy-driven corporate messaging from the audience's point of view rather than a scientist.
- **Global to Local approach:** Adopt a modular design system and introduce a templated approach to maintain easy and consistent branding across corporate and regional websites.
- **Content Management Governance:** Establish a robust content management governance framework to ensure consistency in branding and messaging across all platforms.



# WinWire's Solution

WinWire brought its empathy-driven digital experience framework to the Institutionalization of the design process for the customer.

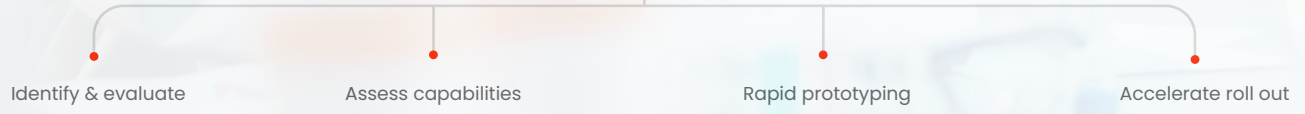
Prioritization - Iteration - Monitoring



### ROI

1. 2X faster rollout with reusable assets
2. Meeting all the strategic objectives
3. 3X enhanced experience
4. Zero loss of communication
5. Technical integration framework
6. Digital resilience

Continuous Enhancement



\*CIH - Customer Innovation Hub

\*VOC - Voice of Customers

The journey toward a revamped digital presence unfolded through 5 key stages:

### Discovery

The WinWire team conducted interviews & design workshops with the customer to unveil the gaps & opportunities in the existing website. Understanding & aligning the audience's needs with the company's vision formed the foundation.

### Design & Content Strategy

A comprehensive strategy was devised to ensure the website's revival aligned with the company's goals. This strategy paved the way for a cohesive and impactful transformation.

### Design

Outdated design principles were discarded as a fresh, contemporary design emerged. The new design elegantly showcased the company's values and industry leadership.

### Implementation

The website's transformation was executed meticulously. Rigid templates were replaced with dynamic structures, enabling seamless addition of diverse content types.

### SEO Integration

To ensure maximum visibility, robust SEO practices were integrated, driving higher traffic and engagement.



# Business Benefits

Below are the expected business benefits from its website transformation:



**Better Website Rollout Speed:** Will achieve **2X faster rollout** compared to previous efforts by leveraging reusable assets and streamlined processes.



**Enhanced User Experience:** Users enjoyed a **3X enhanced experience**, measured by improved navigation, engagement, & overall satisfaction with the revamped website.



**Improved brand visibility:** Achieved a **50% increase in website traffic** and potentially increased customer acquisition.



**Boosted conversions:** Realized a **30% reduction in bounce rate**, improving user engagement and the likelihood of conversion.



**Increased Traffic and Engagement:** Robust SEO implementation led to higher website visibility, driving increased traffic & engagement from diverse audiences.



**Seamless Communication:** The new framework ensured zero loss of communication, allowing the company to connect effectively with its audience.



**Technical Integration:** A robust technical integration framework was established, enabling future scalability & innovation.



**Digital Resilience:** The revamped website showcased the company's digital resilience, effectively adapting to evolving digital trends.



In conclusion, the biopharmaceutical company's journey to revitalizing its digital presence is a testament to WinWire's robust digital experience Framework. By addressing challenges, setting clear objectives, and implementing a comprehensive solution.

The company successfully positioned itself as a leader in the digital realm, amplifying brand communication and embracing the digital transformation era.

For more information, visit us at [www.winwire.com](http://www.winwire.com)

