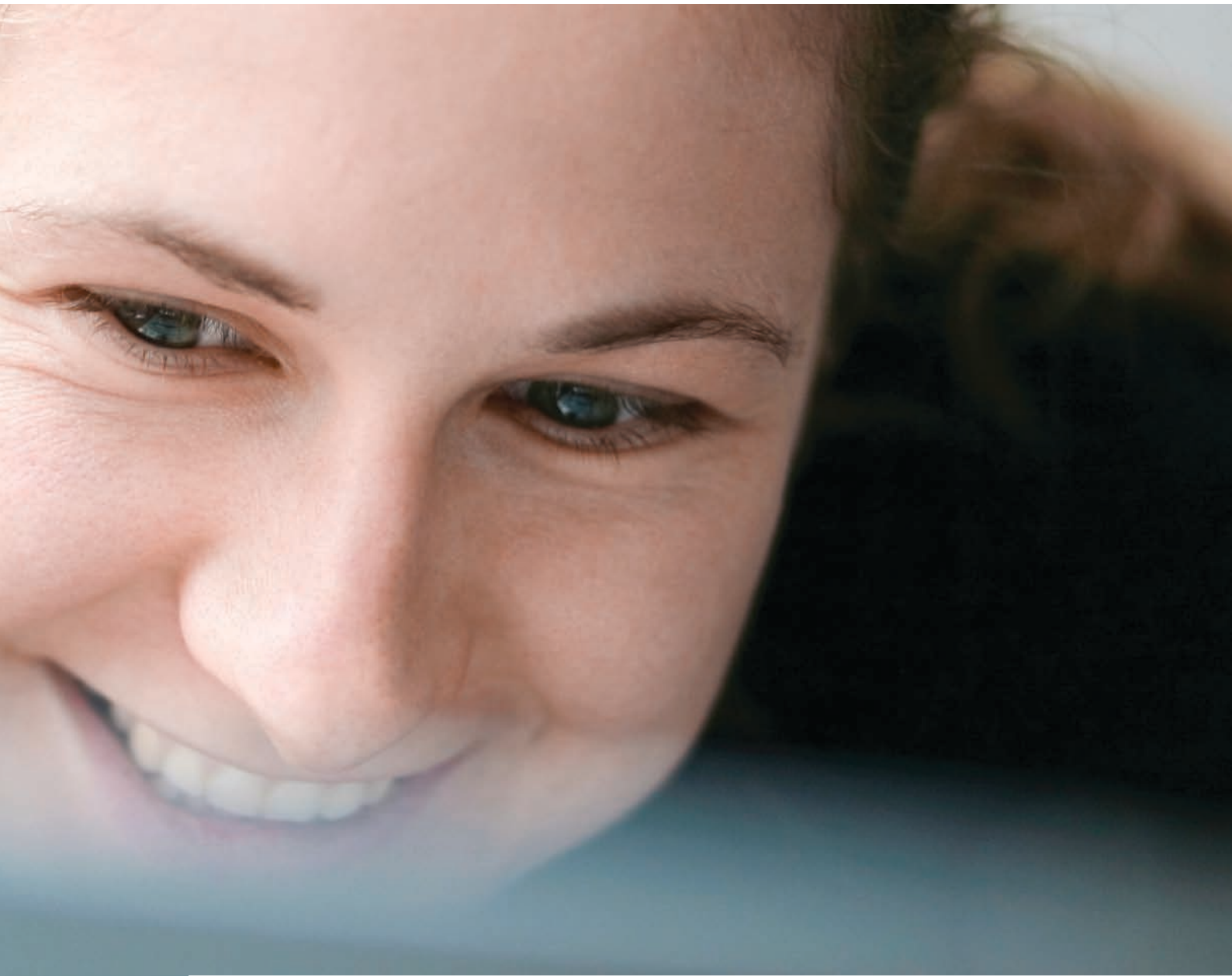


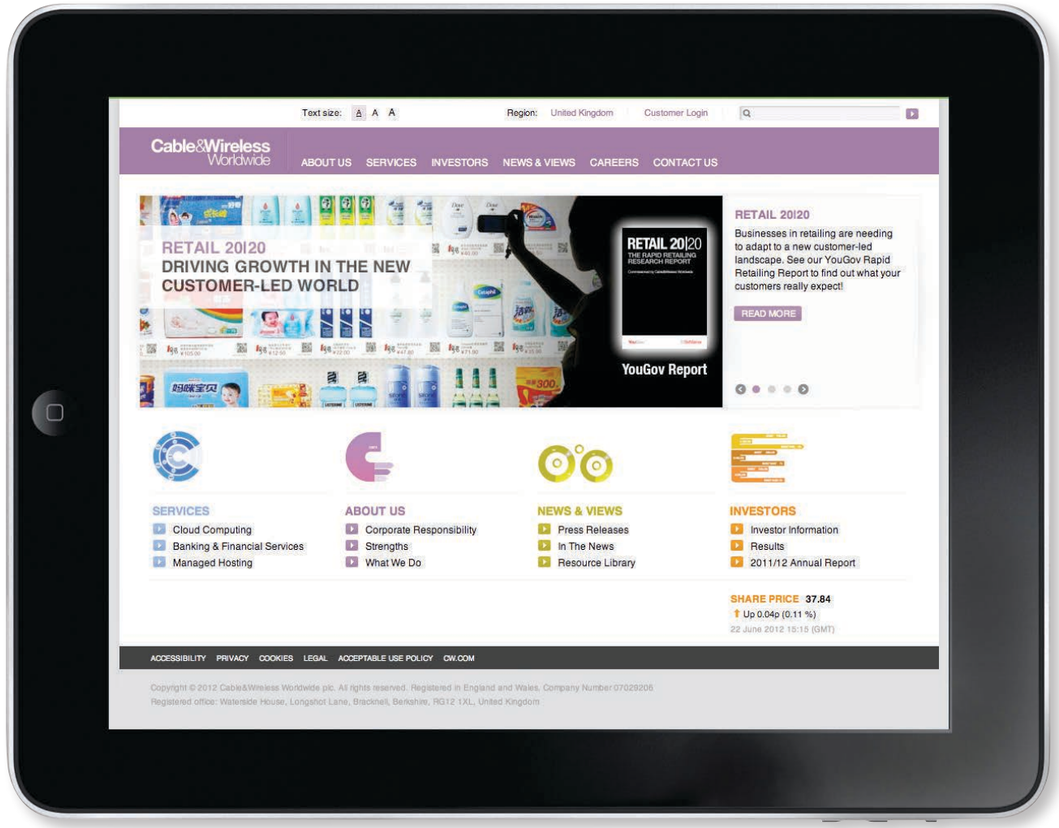
CW.COM REJUVENATION

Cable&Wireless Worldwide



B2B Marketing AWARDS 2012 FINALIST

CATEGORY NUMBER:	9
CATEGORY NAME:	Best website
PROGRAMME / INITIATIVE NAME:	cw.com rejuvenation
BRAND:	Cable&Wireless Worldwide
URL:	www.cw.com





SUMMARY

The cw.com rejuvenation has been instrumental in aiding Cable&Wireless Worldwide (CWW) on its journey to being recognised as a world-class business enabler and top global B2B brand.

The 150-year old company has used digital techniques in order to change the way it is perceived. Choosing to communicate on a digital format has, in itself, ensured that the company is increasingly recognised as a next-generation technology player; providing hosting and integration communication services, rather than the more traditional old-Telco services (voice and data).

The campaign has been underpinned by radical improvements made to the cw.com user experience; both technical and functional.

Rejuvenation of cw.com has led the company's overall digital strategy and redefined the way they engage with customers, job seekers, press, investors and staff. Moreover, it has provided CWW with a platform that sits at the very heart of its brand.

WORD COUNT:

141



ABOUT
THE COMPANY

Cable&Wireless Worldwide (CWW) provides integrated communications and hosting services to large enterprises and mid-market customers in public and private sectors.

Established in the 1860s, CWW laid the first submarine cable across the Atlantic Ocean. Today we have a global network that provides robust and resilient connectivity to over 150 countries.

CWW supply mission-critical communications services to 70 of the FTSE100 companies.

STRATEGY

How do you reposition one of the world's oldest telecoms companies as a leading light in integrated communications and hosting services?

Following the company's rebrand[1], CWW decided to use their online presence to help reshape the way they are perceived.

As part of the campaign, the team identified a number of challenges they were already facing on cw.com (their primary website):

- **Information was hard to find**
- **Visitors were spending very little time on the site**
- **Most visitors weren't looking at more than one page**

The challenge for CWW was to identify the best way to use their online presence to reshape the way they are perceived, whilst radically improving the cw.com user experience.

[1] In March 2010, Cable and Wireless plc demerged into two independent, publicly listed businesses; Cable&Wireless Worldwide (CWW) and Cable&Wireless Communications (CWC).

OBJECTIVES OF THE CAMPAIGN

KEY METRICS USED (CW.COM):

- **INCREASE AVERAGE VISIT DURATION**
- **INCREASE AVERAGE NUMBER OF PAGES PER VISIT**
- **DECREASE BOUNCE RATE**[2]

SUPPORTING METRICS:

- **ACCESSIBILITY:** Provide a user experience that is fresh, intuitive and professional: Improve accessibility for people with disabilities e.g. visual impairment
- **CONTENT ADDITIONS / CHANGES:** Increase content offerings to the website from around the business – keeping information 'fresh'
- **INTERACTIVE MARKETING:** Use of research, video, social media and copy to increase customer and prospect interest
- **PAGE LOADING:** Increase speed
- **CAMPAIGN MEASUREMENT:** Use web analytics and benchmarking to inform design changes. Introduce periodic reporting to provide measures of success for content changes

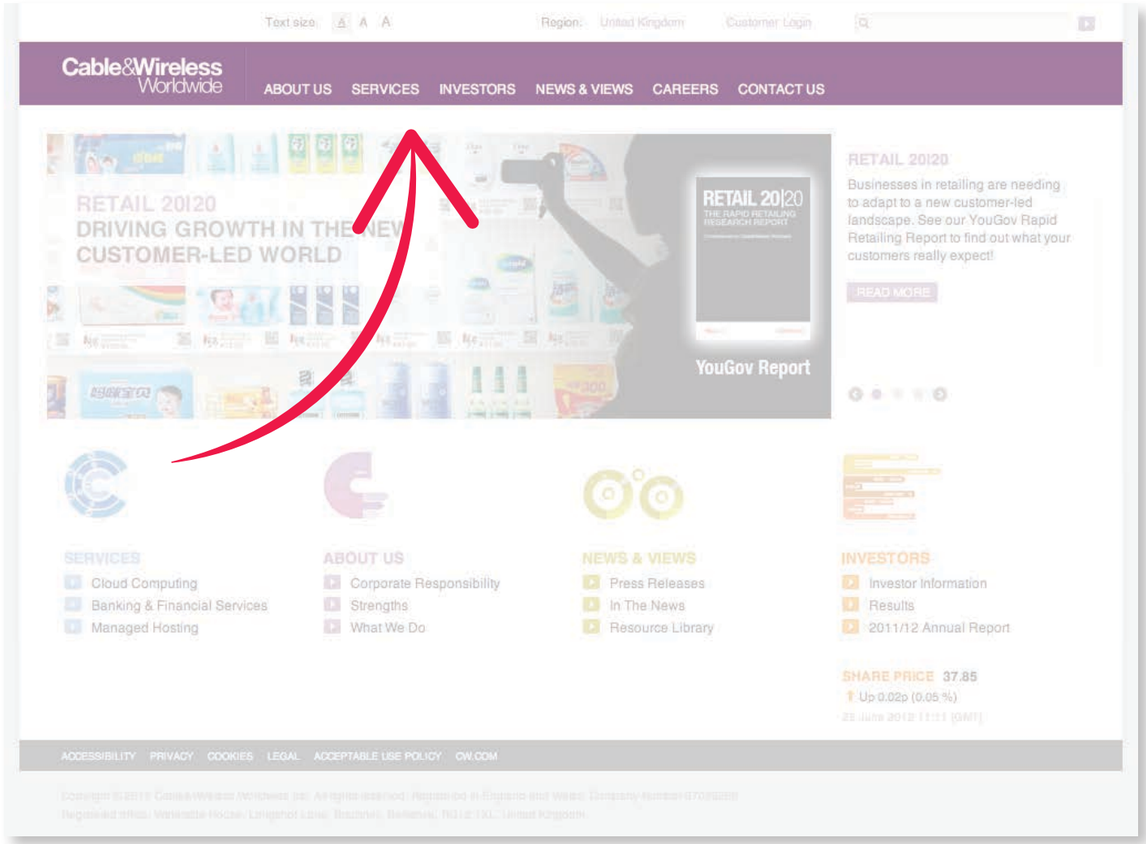
[2] The % of visitors that enter cw.com (at a given section or page) and then leave the site there, rather than continuing to view other pages/sections.

TARGET AUDIENCE

- **INVESTORS**
- **MEDIA**
- **STAFF**
- **EXISTING & PROSPECT CUSTOMERS**
- **JOB SEEKERS**

Each audience visits the site for completely different reasons e.g. investors visit to find out information regarding our shares. Job seekers visit to find current opportunities and the benefits of working at CWW.

To address this problem, navigation for the new site was split into six top-level areas, broadly representing user groups and their specific needs:



MEDIA, CHANNELS OR TECHNIQUES USED

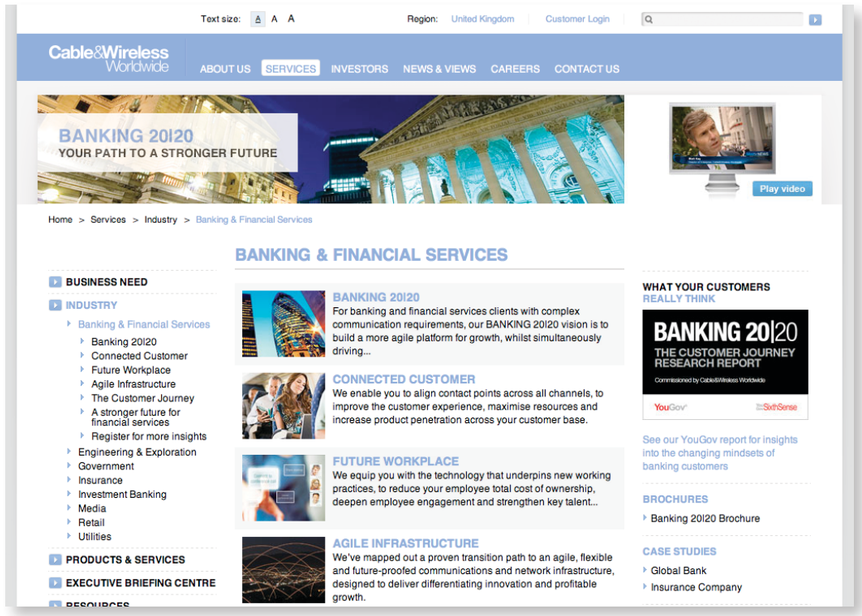
1 - AUDIENCE-DEDICATED HOMEPAGE

The new cw.com homepage breaks the norm of other telecoms providers; it is clean, simple and without clutter. It is designed to be quick-to-navigate, with simple adverts to direct visitors to major campaigns.

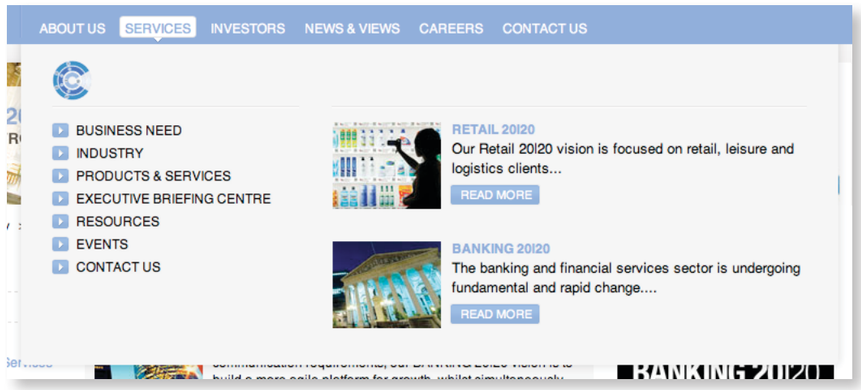
On the top menu, each target audience has a dedicated area, named according to their need.

2 - INTERACTIVE MARKETING

We launched four major online campaigns via the new look site. You can see in the example below that we have used a blend of (a) opinion-based research, (b) video and (c) social media share options, in order to provide an interactive experience.



Banking 20|20 campaign page



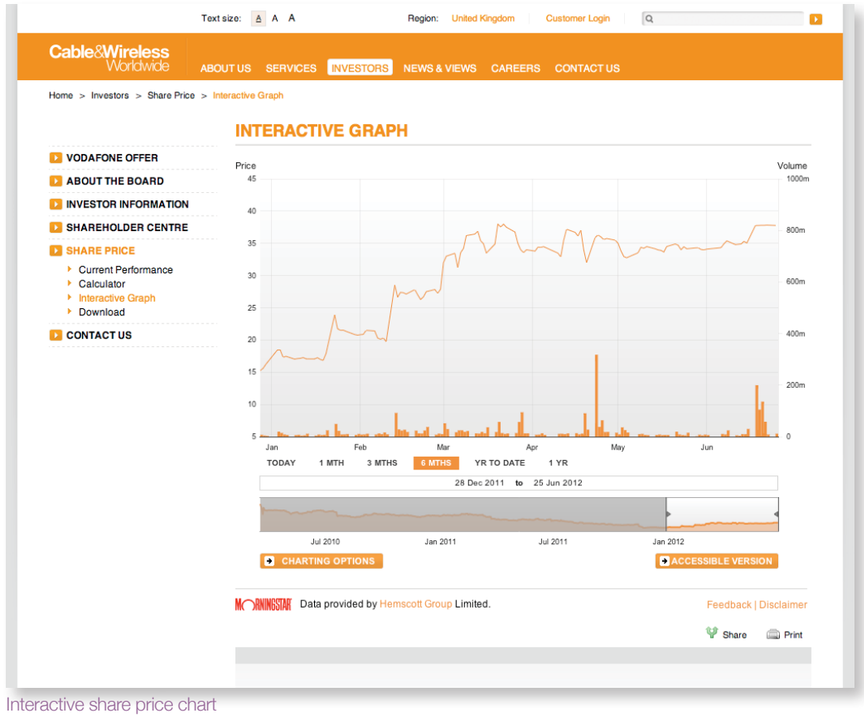
Pop-up menu, including “featured items”

3 - LINKEDIN

We have launched a new LinkedIn profile to aid recruitment and marketing activities. This meant full integration with content on cw.com. The two components now run in parallel and we place significant importance on increasing their use.

4 - INTERACTIVE FINANCIAL RESULTS

To help investors understand our performance, a number of tools have been introduced. Including a share price feed and interactive chart. Our feeds come from Morningstar, who use our site as an IR best-practice showcase.



Interactive share price chart

5 - ACCESSIBILITY

We used a specialist accessibility agency (MPH Group) to consult on best practices and assess site design. This included feedback on the site from a focus group of 12 individuals, seven with disabilities.

6 - MOBILE DEVICES

The site design is considerate to the increasing use of mobile devices. We kept a repeatable structure that enables easy viewing and optimised page size to help page-loading speeds.

7 – MEASUREMENT & INSIGHTS

The new website design has purpose-built components that aid in our online analytics. This enables us to track campaign sucess by:

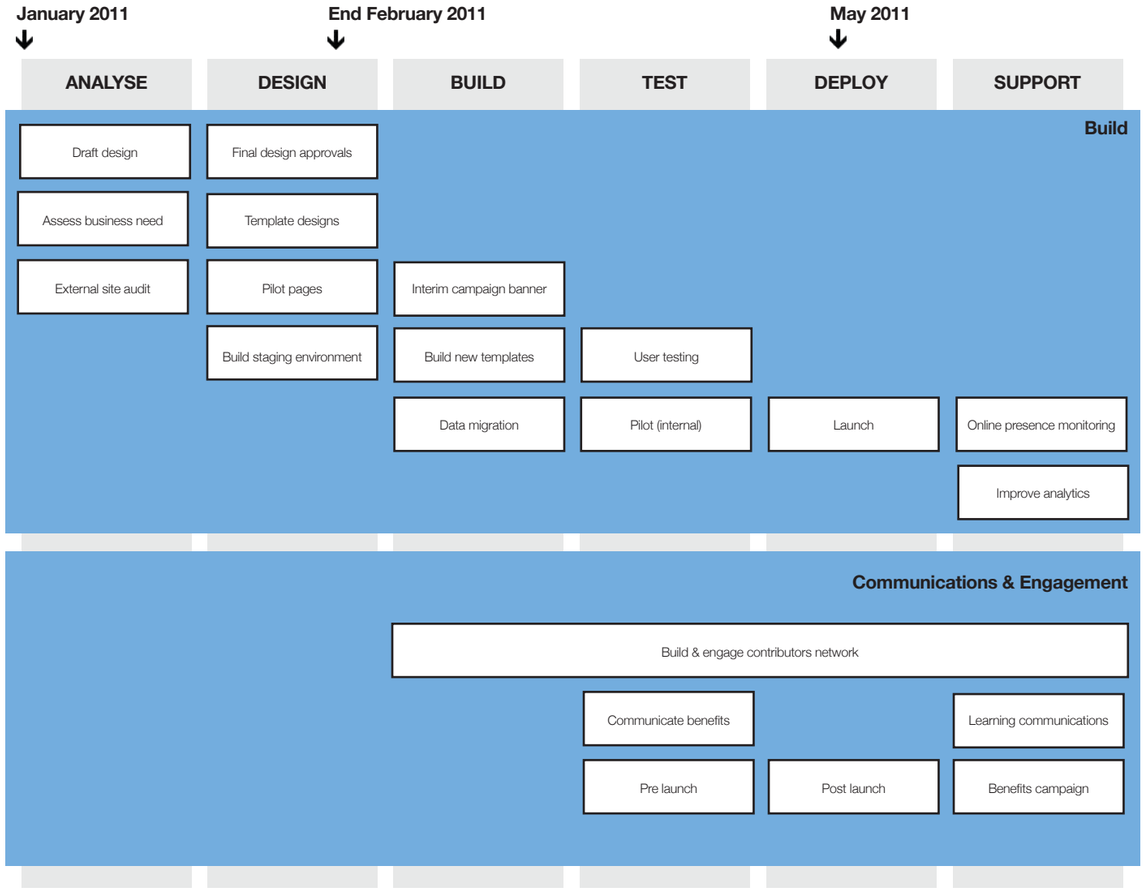
- **Email click-throughs**
- **Downloads**
- **Video views**
- **Social media shares**
- **Traditional statistics (i.e. number of visitors)**

A quarterly “Online Insights” ezine (see Results) combines analytics with business intelligence. This gives vital information to stakeholders on how their campaigns have performed alongside highlights from the period, combined with tips on how to structure their content for better effect.

TIMESCALES OF THE CAMPAIGN

The project began in January 2011. The rejuvenated site was launched on 16 May 2011.

Since the launch there have been continued improvements to the site, focused on real-time content changes/updates, performance, analytics and accessibility.



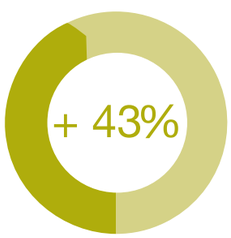
BUDGETS

Please note: Build and testing was conducted by CWW colleagues, to increase knowledge, ownership and to create a significant cost reduction.

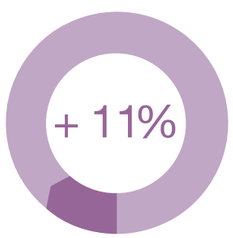
Item	Supporting agency	Cost
External site audit	Base One	£1,100
Accessibility audit	MPH Group	£5,200
Design & imagery	Base One	£20,000
Secutity audit	SektionEins	£5,000
Development assistance	iBuildings UK	£5,700
Total		**£37,000**

RESULTS

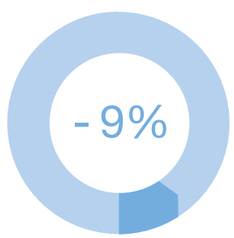
The new site was launched on 16 May 2011. Comparing the year since launch with the year before:



AVERAGE VISIT DURATION



AVERAGE PAGES PER VISIT



BOUNCE RATE[3]

Website traffic remained the same, therefore statistics reflect a year-on-year improvement for a similar size audience.

Metric	Old Site (May '10 - May '11)	New Site (May '11 - May '12)	Difference
Visits	407,308	415,534	+ 2 %
Pages / Visit	2.69	2.99	+ 11 %
Average visit duration	1m 29s	2m 07s	+ 43 %
Bounce rate[3]	62.34%	53.30%	- 9 %

ACCESSIBILITY:

"Tests show that site navigation was essentially very successful; layouts are clean, unpretentious and clear" – MPH Group audit summary (specialist accessibility auditors)

CONTENT ADDITIONS/CHANGES:

Pages are updated several times daily (previously monthly) e.g. In-The-News - a round-up of daily news coverage

[3] The % of visitors that enter cw.com (at a given section or page) and then leave the site there, rather than continuing to view other pages/sections.

INTERACTIVE MARKETING:

The integrated campaigns CWW Foundation, Banking 20|20 and Retail 20|20 showed significant increases in traffic:

	Page views		
Campaign	30 days before campaign launch	30 days after campaign launch	Difference
CWW Foundation	46	4,852	+ 10,548 %
Banking 20|20	295	1,121	+ 380 %
Video Services	106	259	+ 244 %
Retail 20|20	53	977	+1,151 %

PAGE LOADING:

- **Average page size decreased by 51% (typically 269.0K compared to the previous 551.3K).**
- **15 points higher on YSlow[4] performance (now rating at 86 / 100)**

CAMPAIGN MEASUREMENT:

Quarterly insight reports distributed to content owners and sponsors. Key metrics integrated into CWW high-level KPIs (reported to Senior Executive team). LinkedIn example:

- **38% referral increase**
- **84% more time spent on the site**



Quarterly insights reports

[4] Analyser tool from Yahoo! (http://developer.yahoo.com/yslow/)

CLIENT TESTIMONIAL



“The cw.com rejuvenation has been instrumental in aiding CWW on its journey to being recognised as a world-class business enabler and top B2B brand.

Our online strategy has redefined the way we engage with customers, job seekers, press, investors and staff. Moreover, it has provided us with a platform that sits at the very heart of our brand.”

NICK JONES, HEAD OF BRAND - CWW

WORD COUNT:

933

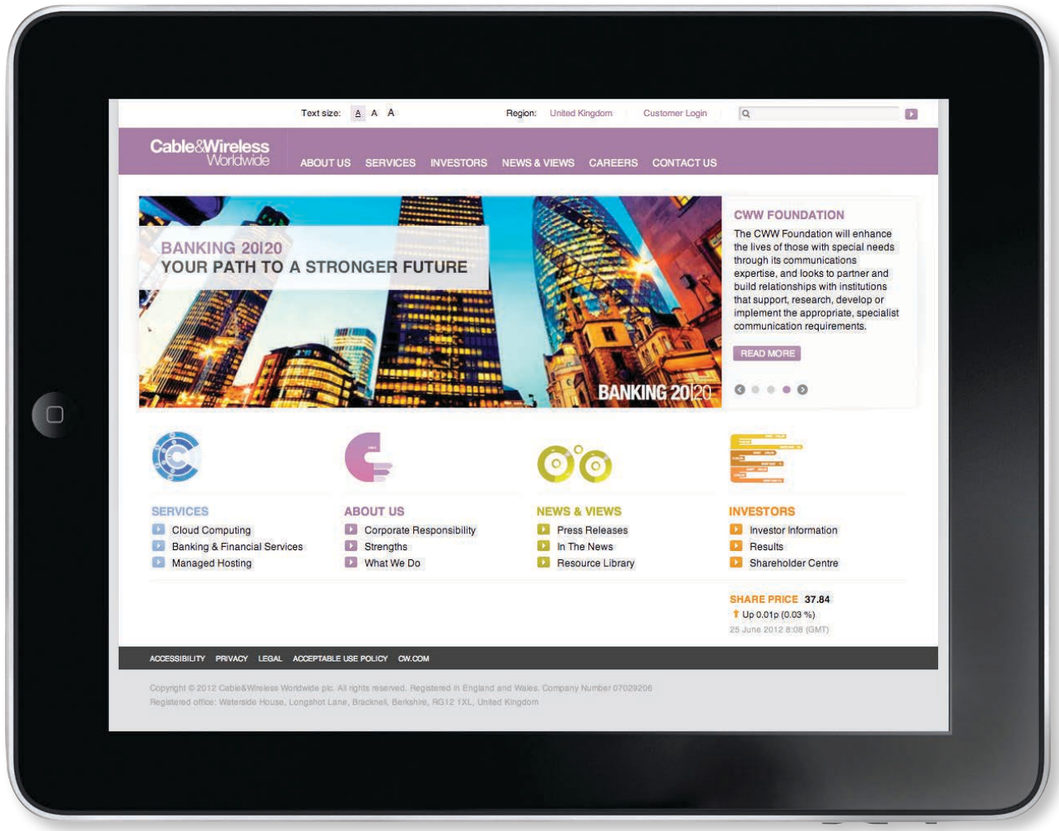
SUPPORTING MATERIAL SUPPLIED:

1 x presentation board

APPENDIX:

There are no additional materials or images included.

~ SUBMISSION ENDS ~


Text size: A A A
Region: United Kingdom
Customer Login
Cable&Wireless Worldwide
ABOUT US SERVICES INVESTORS NEWS & VIEWS CAREERS CONTACT US
BANKING 20|20
YOUR PATH TO A STRONGER FUTURE
BANKING 20|20
CWW FOUNDATION
The CWW Foundation will enhance the lives of those with special needs through its communications expertise, and looks to partner and build relationships with institutions that support, research, develop or implement the appropriate, specialist communication requirements.
READ MORE
SERVICES
Cloud Computing
Banking & Financial Services
Managed Hosting
ABOUT US
Corporate Responsibility
Strengths
What We Do
NEWS & VIEWS
Press Releases
In The News
Resource Library
INVESTORS
Investor Information
Results
Shareholder Centre
SHARE PRICE 37.84
Up 0.01p (0.03 %)
25 June 2012 8:08 (GMT)
ACCESSIBILITY PRIVACY LEGAL ACCEPTABLE USE POLICY CW.COM
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Text size: A A A
Region: United Kingdom
Customer Login
Cable&Wireless Worldwide
ABOUT US SERVICES INVESTORS NEWS & VIEWS CAREERS CONTACT US
BANKING 20|20
YOUR PATH TO A STRONGER FUTURE
Play video
Home > Services > Industry > Banking & Financial Services
BUSINESS NEED
INDUSTRY
Banking & Financial Services
Banking 20|20
Connected Customer
Future Workplace
Agile Infrastructure
The Customer Journey
A stronger future for financial services
Register for more insights
Engineering & Exploration
Government
Insurance
Investment Banking
Media
Retail
Utilities
PRODUCTS & SERVICES
EXECUTIVE BRIEFING CENTRE
RESOURCES
EVENTS
BANKING & FINANCIAL SERVICES
BANKING 20|20
For banking and financial services clients with complex communication requirements, our BANKING 20|20 vision is to build a more agile platform for growth, whilst simultaneously driving...
CONNECTED CUSTOMER
We enable you to align contact points across all channels, to improve the customer experience, maximise resources and increase product penetration across your customer base.
FUTURE WORKPLACE
We equip you with the technology that underpins new working practices, to reduce your employee total cost of ownership, deepen employee engagement and strengthen key talent...
AGILE INFRASTRUCTURE
We've mapped out a proven transition path to an agile, flexible and future-proofed communications and network infrastructure, designed to deliver differentiating innovation and profitable growth.
THE CUSTOMER JOURNEY
WHAT YOUR CUSTOMERS REALLY THINK
BANKING 20|20
THE CUSTOMER JOURNEY RESEARCH REPORT
See our YouGov report for insights into the changing mindsets of banking customers
BROCHURES
Banking 20|20 Brochure
CASE STUDIES
Global Bank
Insurance Company
PROPOSITION SUMMARIES
Agile Infrastructure


Text size: A A A
Region: United Kingdom
Cable&Wireless Worldwide
ABOUT US SERVICES INVESTORS NEWS & VIEWS CAREERS
CLEAR CONTACT
MOVING YOU TO A FUTURE-PROOFED CONTACT CENTRE SIMPLY.
SERVICES
Cloud Computing
Banking & Financial Services
Managed Hosting
ABOUT US
Corporate Responsibility
Strengths
What We Do
ACCESSIBILITY PRIVACY COOKIES LEGAL ACCEPTABLE USE POLICY CW.COM
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