



VerticalCurve



CASE STUDY

MORTGAGE SERVICES B2B/B2C | SERVICES PROVIDED INCLUDE WEBSITE DEVELOPMENT, 3RD PARTY INTEGRATION AND BUSINESS SOLUTIONS INTEGRATION.

Working with a large mortgage services institution necessitates corporate consensus. This company had one web domain, three audiences, and three internal divisions, but lacked POV agreement on business objectives and how their primary domain should look and feel. They called several systems integration companies – big design firms – and said, “**Hey, we need a web re-design.**”

What they asked for really wasn't what they needed. They needed to build consensus among C-level executives and other group members about company goals and what role their website should play in achieving those goals.

Once we were able to communicate with the CEO & founder of this \$46B company, we gathered with C-level executives for two days to determine, review and understand their corporate layout, and also how their website could contribute to their corporate goals. The company doesn't have branch offices. It has a website and call center – so the website is effectively the company.

We redefined the problem and developed consensus from all levels of the organization. We didn't see this as a technical issue or request, but as an opportunity to unify the many factions of this business through technology.

101 N. CHESTNUT STREET, SUITE 201, WINSTON-SALEM, NC 27101-4066

PHONE | 336.793.2102

FAX | 866.588.5719

EMAIL | INFO@VERTICALCURVE.COM

WEB | VERTICALCURVE.COM