

Case study

Client: Wiise (KPMG)

Overview

Wiise streamlines your business operations by bringing accounting, operations, inventory, manufacturing, enhanced business reporting and intelligence, CRM and more into one system. Wiise created a UX design they wanted to develop with HubSpot CMS and required a partner with custom website development experience to bring their project to life.

Key takeaways



Develop bespoke HubSpot CMS website with Wiise's user-centric design within a strict time frame. Focusing on increasing engagement and customer satisfaction online.



Unified business operations into a cohesive platform, streamlining processes, fostering efficiency and enhancing the customer experience.



Utilising HubSpot CMS and HubDB provided a scalable foundation, ensuring that Wiise's platform can adapt and grow to meet evolving business requirements.

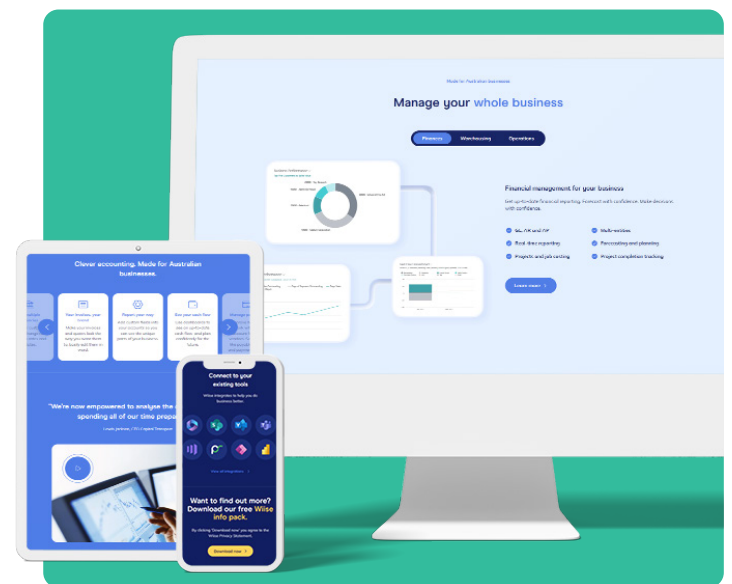
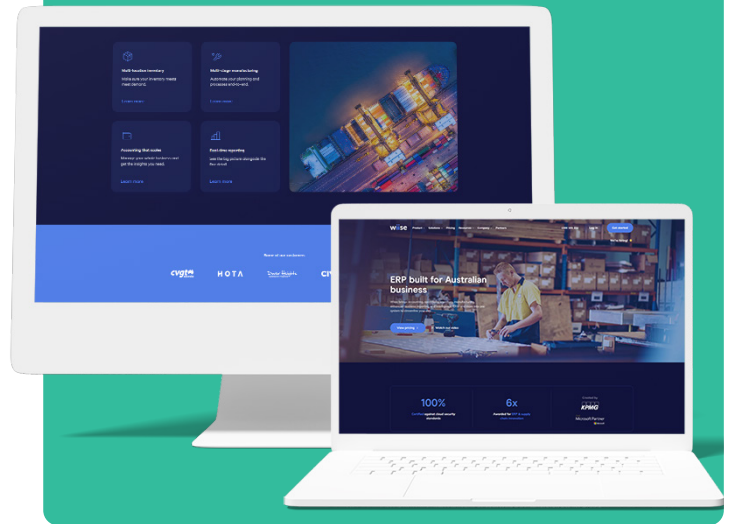
Goals

Wiise needed this timely solution to fit with additional business needs. We needed to develop Wiise's user-centric design within a strict time frame, ensuring site navigation and performance were optimised.

The challenge

Wiise wanted to accelerate their user experience and online presence by developing a custom website. We needed to implement HubSpot CMS for its robust features and scalability. Wiise had a custom design for their desired website and were looking for a dedicated team to provide custom development using HubSpot CMS.

wiise



The solution

We conducted comprehensive consultations with Wiise to understand their business objectives and requirements. We defined the scope, goals, key functionalities and a detailed plan of the project and timeline. We looked at ways to refine website performance and optimise the development for the best functionality.

HubSpot CMS enabled us to provide scalable solutions which will grow and adapt with Wiise. We developed over 60 custom models and over 10 templates for their custom design using HubDB.

Wiise now have a seamless user experience and have streamlined their operations for better growth.