

Alium is the UK's leading independent provider of high level interim executives, serving the private and public sectors from its headquarters in the City of London. Alium has a dedicated team of consultants, the majority of whom have worked for the company for many years.

Overview

In 2007 we began working with Alium, a supplier of high level management staff, to:

- Design and develop a new company web site
- Create a bespoke Content Management System (CMS)
- Design and develop a mobile web site

The Process

Working closely with Alium, we designed an intuitive web site based on modern compliant coding practices with CSS and XHTML. It also benefits from the .NET V2.0 framework which provides the capacity to build upon the web site as the business grows.

We developed a user-friendly CMS that was tailored to give Alium complete control of the web site content - from new services, to updated case studies, to company news. This also cut operating costs by enabling the web updates to be performed in-house.

With our help, Alium was the first interim management company in the UK to roll out a mobile-compliant site. The site incorporates intuitive one-click call and email functions along with bite-sized overviews of Alium and its complete service offering.



Results

Today, we regularly review the company web site and provide valuable analytical reports on visitor data. This kind of feedback allows Alium to understand how its customers interact with the web site; data which will help to further improve the online experience in future.

With Brand Attention's mobile development team, Alium is rapidly growing the traffic to its mobile site thanks to cross promotions via 2D Barcode marketing initiatives in the Financial Times.

# alium

“ Having worked with Brand Attention prior to the launch of our new brand, we knew they were the right choice to work with us to develop our new web site and to help support our marketing and communication campaign. Alium has already benefited from their expertise in mobile technologies with the introduction of the mobile site that has provided us with unique PR opportunities. ”

Lisa Hobbs  
Director

