



a network  
of talent

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because success  
depends on people



#### Other case studies

- Thomson Financial outsourcing
- Dell intranet development
- Cashtec website development
- Thomson Financial microsite build
- T-Mobile intranet navigation
- T-Mobile intranet re-branding
- Toyota Europe brand guidelines
- Virgin Trains online media room
- Friends Provident content provision

Contact us: **020 7831 5656**

### Cashtec website development

The e33 team radically improved the Cashtec website, quickly, intelligently and with minimal disruption.



Cashtec is a cash-in-transit and ATM maintenance company, working for banks and building societies in the UK.

Cashtec's website contained confusing navigation and poor copy that did not explain the company's unique technological capabilities.

The e33 team redesigned and restructured the site for ease of use and to highlight vital sales messages. The words on the site now say more about Cashtec, more accurately and with greater impact.

#### Results

*The new Cashtec website is a model of clarity and ease of use. The client has commented that it now performs a vital pre-sales function.*

#### What the client says

"The new site explains and sells our service to the target market far more clearly."