

PEPPERIO CASE STUDY

Eagle Tower



“Pepperio has achieved exactly what we wanted, in a straightforward way, at a price we could afford to pay. It is effortless to update the new website.”

*- Michelle Wynne,
Sales and Marketing Manager, Eagle Tower*



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MEDIASURFACE

Profile

Gloucestershire's Premium Property

“Hugely under-utilized”

Eagle Tower offers prestigious, high quality office space in an extremely desirable central urban location. Providing flexible office solutions to all levels of business, Eagle Tower's management team were eager to reflect the outstanding standards of their office solutions through the web without having to incur the costs or restrictions normally associated with small business websites.

Website : www.eagletower.co.uk.

Eagle Tower is one of the most prestigious business addresses in Gloucestershire, a vibrant county in the South West region of England. Eagle Tower rises high above the regency spa town of Cheltenham, housing over 60 businesses of various sizes and business sectors and is managed by a dedicated on site management and maintenance team.

Marketing the flexible terms of rental via local agents, online brokers, Yell.com and prime location billboards, the management team at Eagle Tower were satisfied that these methods worked effectively to promote their proposition. However, they recognized that they could achieve more by better exploitation of the web for marketing. Eagle Tower did have a website but as Michelle Wynne, Sales and Marketing Manager, Eagle Tower explains, the site failed to communicate any of the property's key features:

“The website was not really the place we liked to send people for information. It was a single page, static site which held an introduction to the Tower, contact information and some basic costs. Although we did field inbound enquiries from the site, it was rarely updated, infrequently promoted and as a result was a hugely under-utilized vehicle which just cost us money.”

As with many small businesses, the team at Eagle Tower felt they didn't have the time, money or resources to push the website to the top of their agenda until the recent updating of services at the premises, which included the addition of a new on-site coffee shop, proved to be the catalyst they needed.

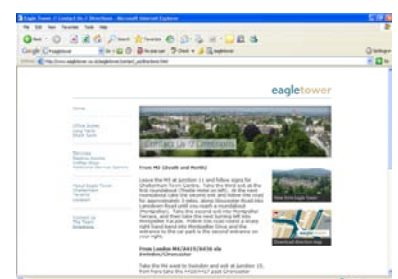
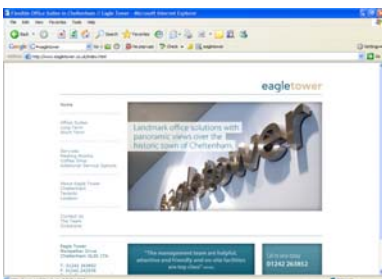


Figure 1. Eagle Tower's Website

Reflecting the quality

With the addition of the coffee shop and newly furnished meeting rooms, Eagle Tower now has even more to offer the commercial business market. It has grown into a thriving business community, providing facilities generally only accessible to large organizations all of which needed to translate onto their web presence.

Approaching a local design business, the team at Eagle Tower were determined that the site required a total graphical re-design and had to be something which could be updated regularly.

“Effortless”

Building for
the future

“Eagle Tower is a well known local landmark but we needed the website to be a platform which would convey the versatility of the space and the excellent onsite facilities on offer at the tower. In addition to this, we wanted to be able to publish up to date availability in an instant. Pepperio was by far the best choice for us.”

Pepperio offered the Eagle Tower management team a solution which, working in conjunction with a local design agency, was up and running in just a couple of weeks. The new site was graphically sleek, whilst behind the scenes, Eagle Tower employees could manage the content and structure of the site via Pepperio, updating availability information, pricing and news in just a matter of seconds.

As Michelle comments;

“Pepperio has achieved exactly what we wanted, in a straightforward way, at a price we could afford to pay. It is effortless to update the new website. The web-based interface is so user friendly that it actually makes you feel in control, rather than intimidated. Couple this with the fixed monthly fee we pay and we have a solution which can grow as we do, but still fit within our budget.”

In addition to the standard information, www.eagletower.co.uk offers pictures of the offices, meeting rooms, coffee shop and even hosts information about the town of Cheltenham.

From the outset the new site received praise both internally from employees for its ease of use, but most importantly since its launch external prospects visiting the site for information have commented on the stylish design, straightforward navigation and the ease with which they can find the information they need. This positive feedback has meant that Eagle Tower's management team can be 100% confident that their website truly reflects the outstanding facilities on offer.

“As our business develops, we will continue to offer premium services to benefit our customers. Because Pepperio makes our website so easy to maintain we can ensure that the site grows to offer even more information for our existing customers as well as future prospects” concludes Michelle.