

Case Study

Lavendon Group

www.lavendongroup.com

readingroom

DIGITAL INTELLIGENCE

Industry

Business to Business

Partner

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“Reading Room stood out during the selection process to find a new agency to redesign and develop our digital presence. They have shown a willingness to provide a flexible approach to some moving goalposts that we have put their way while at the same time maintain a high level of professionalism and quality in their deliverables.”

Mark Starr

Group Internet Development
Manager, Lavendon Group plc



Background

Lavendon Group plc is the European and Middle East market leader in the rental of powered access equipment. The equipment they provide enables users to work safely, productively, and comfortably at height, whatever the application.

From depots in Bahrain, Belgium, France, Germany, Kuwait, Oman, Qatar, Saudi Arabia, the UK, and the United Arab Emirates, Lavendon Group plc manage a fleet of nearly 20,000 access platform units.

Lavendon Group plc pride themselves on delivering excellent service to their customers through providing a safe, highly reliable, and diverse fleet from a widespread depot network with the expertise of an industry leader.

Goals

- New Responsive Design
- Easy to use Content Management System
- Ability for Future Growth

Solution

Reading Room took on full ownership of the new website project including carrying out stakeholder research, creating design concepts, an analytics review, information architecture development, responsive mobile design, and integration.

Results

It's early days, but there has been great feedback on the new Corporate site.

Key criteria for selecting Kentico

- Re-use of modules
- Ease of use
- Multisite capabilities
- Integration with other third party systems

