**Redesign Metric’s corporate website**

**Objective**

**Primary Objective:**

Develop a more industry competitive and customer centric website that would promote the company, its range of products and services.

**Testimonial:**

*“Mbos provided real value through their benchmarking service. Their analysis and discussion of emerging/current issues provided great insight into our online audience and industry best practice and standards. I consider external benchmarking to be a core part of any website development project.”*

**Challenges:**

* The collection of relevant content and data was difficult

**Results:**

* The final Metric website was superior to all of the others
* Accurate & contemporary representation of the Metric business to its customers & suppliers
* Provided a vehicle for attracting new customers
* Provided a platform for investors to better appreciate the Metric service capabilities

**Reference:**

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