

# Web Design & Dev for Corporate Intelligence Firm

## PROJECT DETAILS

📁 Web Development

📅 Sep. 2019 - Ongoing

💰 \$10,000 to \$49,999

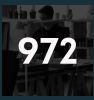
“*The pace of their work and their responsiveness has been the most impressive aspect of our partnership.*”

## PROJECT SUMMARY

Plus972 redesigned a website, proactively providing mockups of the site that is aligned with the company's brand image. They're currently developing the site from scratch.

## PROJECT FEEDBACK

Plus972 impressed leadership and stakeholders with their innovative designs. The team is methodical, which helps them complete tasks quickly and keep their partners on schedule. Their communication has helped everything run smoothly and created a positive experience for their partners.



## The Client


Introduce your business and what you do there.


I'm the VP of operations and intelligence and Interfor International. We're an investigation and corporate intelligence firm and we provide security consulting worldwide.


## The Challenge


What challenge were you trying to address with Plus972?

Our website needed a new look that followed current trends, so we hired Plus972 to design and develop a new site for our company.

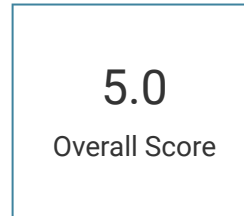
 Vice President, Interfor International

 Other industry

 11-50 Employees

 New York, New York

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

They are developing an informational site completely from scratch. It was really important that they understood our business so they could project the image we wanted. We deal with sensitive information, often at times of crisis, and our clients need to trust that they're in good hands. They created a really impressive mockup of the site before we started the project. The new design is sleek, mysterious and professional while implying that we will be discreet.

### What is the team composition?

Our team consists of one web designer and one developer.

### How did you come to work with Plus972?

I found them from a referral, and then they showed me some of their work. I knew it was time for a new website, but the leadership at my company wasn't prioritizing it. Without being asked, Plus972 created a mockup that showed us what they could do and gave us an approximate cost. They were proactive and helped get the ball moving on our end.

### How much have you invested with them?

We've spent about \$25,000.

### What is the status of this engagement?

The project started in September 2019 and it's ongoing.





## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

The project is ongoing, but they're innovative and motivated. The designs they presented in their mockup really influenced our leadership and helped us prioritize this project.

### How did Plus972 perform from a project management standpoint?

Everything has been seamless— they respond very quickly and go through the process methodically. They're organized and communication is strong. Sometimes, I send them a bunch of different questions and they respond with bullet points to make sure everything is clear.

### What did you find most impressive about them?

The pace of their work and their responsiveness has been the most impressive aspect of our partnership. As the liaison between their team and our management, I expected communication to be a nuisance, but everything has run smoothly. Instead of constantly checking in with their team, we're trying to keep up with them.

### Are there any areas they could improve?

Honestly, nothing comes to mind.

### Do you have any advice for potential customers?

Get the conversation started. Speak with them, and you'll get a good idea about what it's like to work with them. It's been a great experience for us, and I think you'll be happy with them too.

