

*Positive change to Business*

# *Putting IT at the heart of your business.*

Central Networks and Technologies is an IT services and support specialist, based in the Northwest of England but operating UK-wide. As the business approached its 30th anniversary, the management team wanted to overhaul the website to develop a stronger online presence with better search engine performance.

However, having met The Engine Room, they learnt of an alternative approach to this digital project – one that firstly evaluated the brand to ensure it accurately represents the company's commercial strengths, benefits, and values. This was especially crucial given the undeniably competitive space that Central finds itself in.

**The  
Engine  
Room.**



# The Challenge

*The brief therefore evolved to include exploration of the company's brand messaging and visual identity, which previously did very little to position Central against larger competitors. In fact, the founders would go so far as to say it lacked impact. Critical also to this project, was putting the values back into the business, given this family-owned firm is extremely people-first.*

The Engine Room was consequently appointed – virtually, in the peak of the Covid-19 lockdown – to reconsider the brand language, brand architecture and visual manifestation, along with the design and build of the sought-after high-performance website.

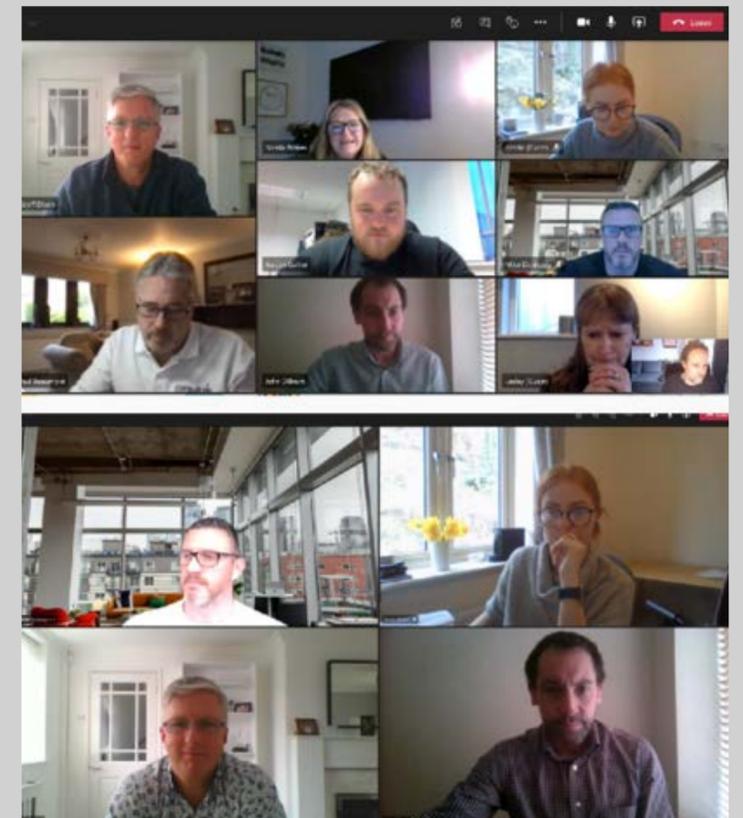
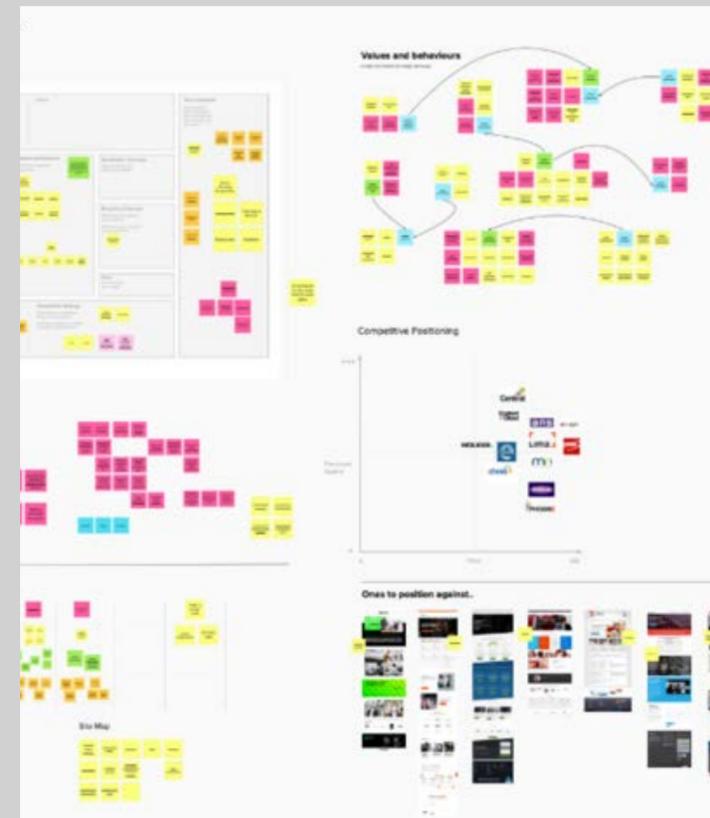
*“When we engaged The Engine Room, yes, we wanted to lift the look and feel of our website, so that we could have a clear, dynamic online presence that stands up to some of the larger competitors we’re often asked to quote against. But we also sought to inform, engage and inspire our audience. We provide products and services that truly solve our customers’ problems, and we needed to better convey our extremely human, benefits-led approach. That’s a distinct point of difference in the ‘busy’ IT sector.”*

Jo Berry, co-owner, Central Networks and Technologies



**CENTRAL.**

At the heart of business.



At the heart of your business.



**TOGETHER.**

**WE ARE YOUR  
TECHNOLOGY  
PARTNER.**

Putting I.T at the heart  
of your business.

# *The Difference*



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*The Engine Room led the Central team through a proven process of strategic exploratory workshops, to truly understand what makes the business tick. While all these sessions were conducted remotely due to the pandemic – as opposed to face-to-face as would normally be the case – the same effort was extended to get to know various colleagues in different roles, to build a level of trust and rapport from the earliest stage.*

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The goal was to better understand Central's vision and ambition, the values and behaviours integral to business performance, ideal customer profile, key brand and strategic challenges, and wider stakeholder mapping – not least the competitive landscape.

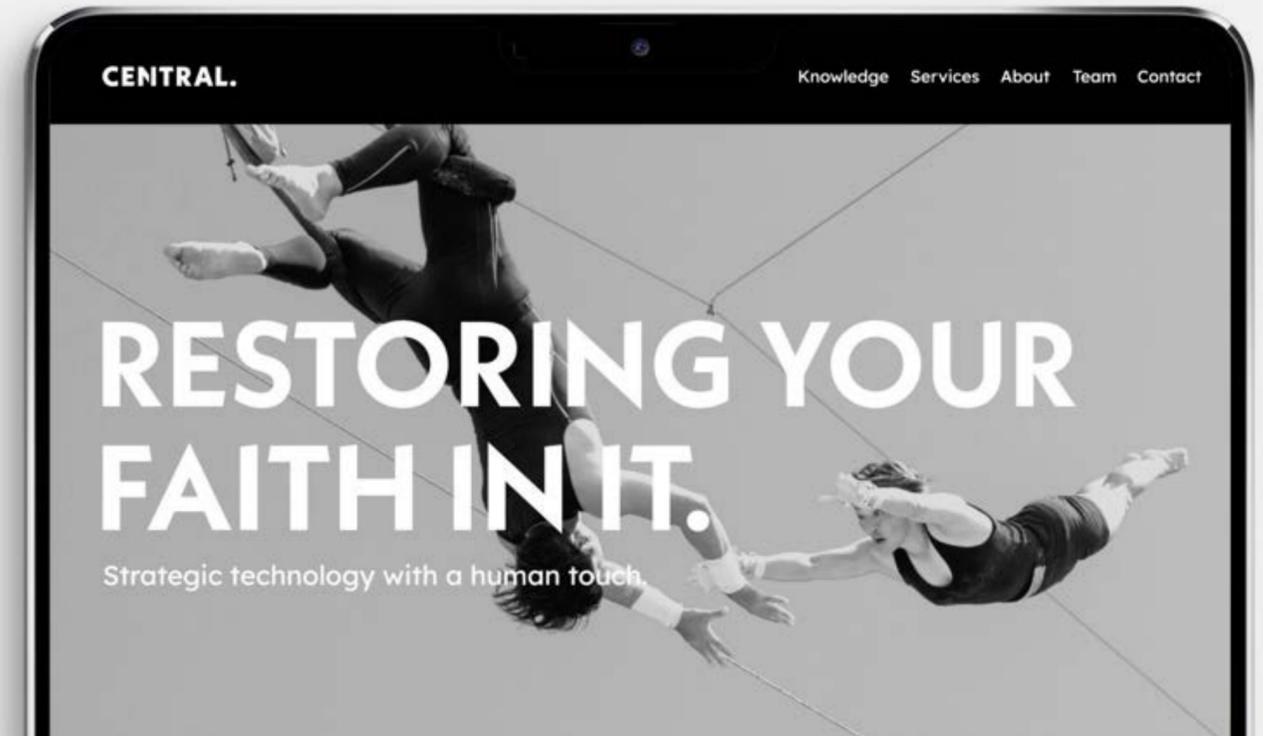
This research-intensive insight phase concluded with a thorough audit of Central's current identity, including how it is applied across different communications and applications. Having collated our findings for client feedback, this provided the rationale to then develop the brand in line with the brief.

For example:

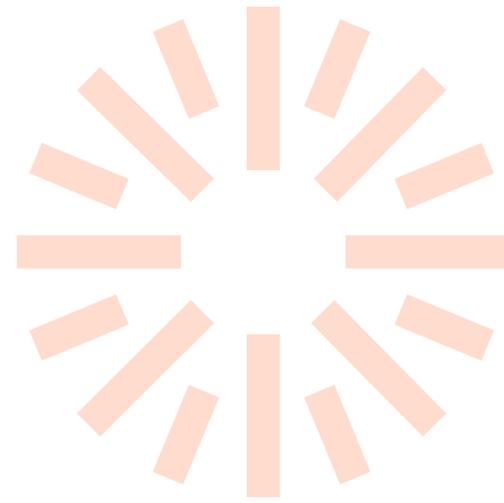
- The team collectively agreed that the current identity appeared dated, with an over-reliance on common stock imagery and little personality or meaning.
- The brand didn't represent the strength of the business and solutions-led approach.
- The team spoke consistently of a deep-rooted culture and values that were not conveyed externally.
- Because the company was previously communicated as CNT, some customers didn't even know the firm as Central Networks.
- While some website content was clear and easy to digest, the overall experience felt entry level, with a volume of information that became confusing, and a lack of call to actions meaning minimal reason to spark visitor engagement.

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# The Results



*Working with the Central team to redefine the company's narrative, a clear purpose was agreed – to restore faith in IT.*

With a personality much like a 'faithful sidekick', this would manifest itself in four key behaviours (brand principles) – be authentic, be curious, be bothered, be measurable. And a concise, confident brand proposition also came to light:

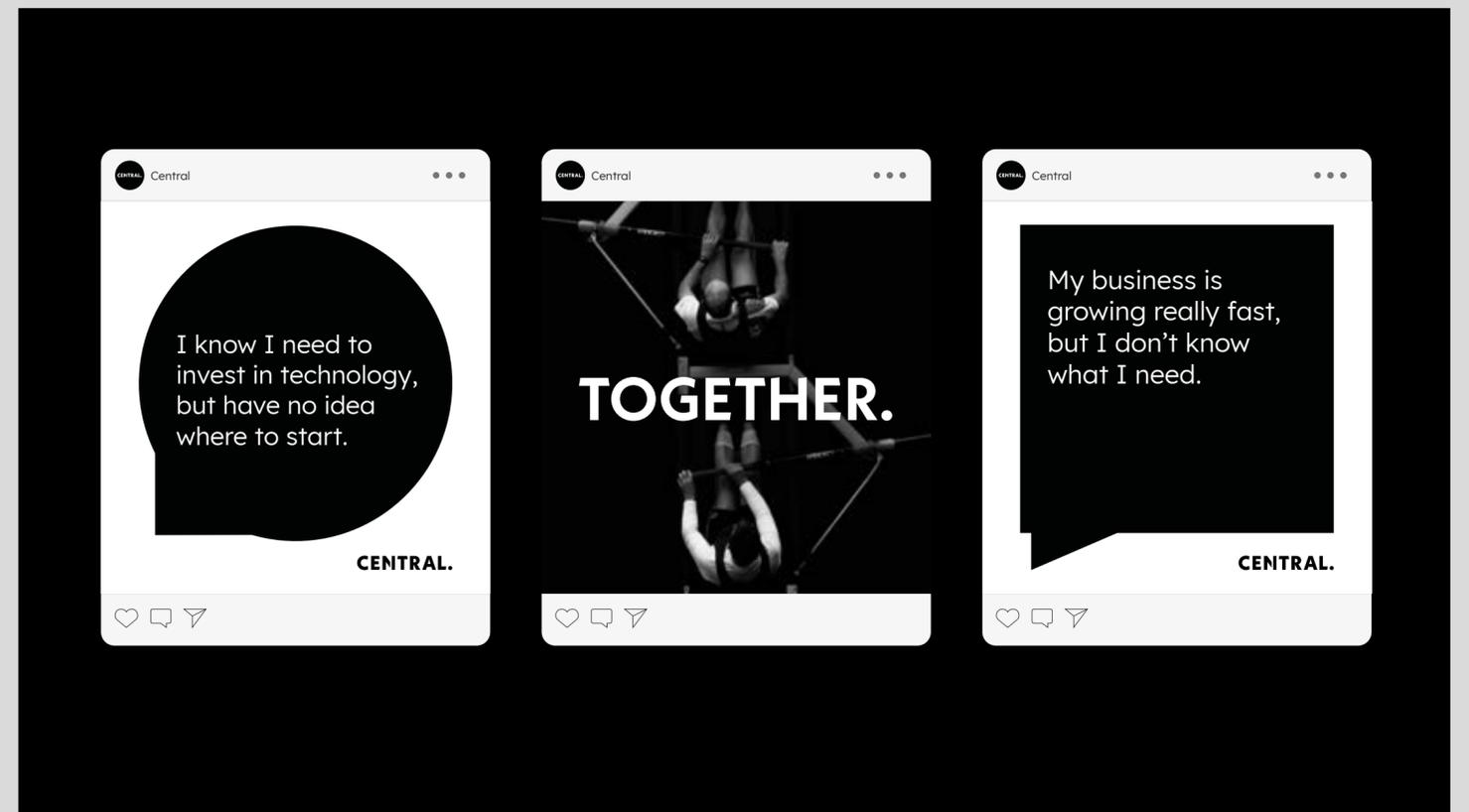
*Central is a boutique technology partner specialising in the housing, charity and manufacturing sectors. Excellent technology is a given. Customer service, trust and relationships drive our business.*

Three new visual identities were presented for review, with a bold black and white theme proving the favourite, with IT at the heart of business.

This identity was then applied to a new website design, with a considered site map ensuring ease of navigation and a value-adding visitor journey.

The Engine Room worked in collaboration with Central Networks' external marketing partner, Scriba PR, to add depth to the website. Clear tone of voice guidance was provided so that the wordsmiths could develop the content required throughout, and this messaging framework has gone on to underpin every fresh post added to the ever-evolving site thereafter.

When comparing the new website's performance to the previous year, analytics demonstrated a 20% uplift in new users, a 14% increase in sessions and a decreased bounce rate – demonstrating both the popularity of the site and visitors' engagement with the content in only a matter of months.





*“Our goal is to make IT stress-free by keeping things simple, and our ambitious yet clean identity and website, epitomises this. We now very much look like the trusted technology partner that we are. We’ve utilised imagery that depicts our vision and adds a degree of soul to everything we say. We’re delighted with the result and truly believe we now have stand-out quality in an over-crowded market.”*

**Jo Berry, co-owner, Central Networks and Technologies**

