

Caleva

CASE STUDY

rocktime



Caleva knew they were a global leader with a niche market and were already an authority within the field of Extrusion and Spheronization.

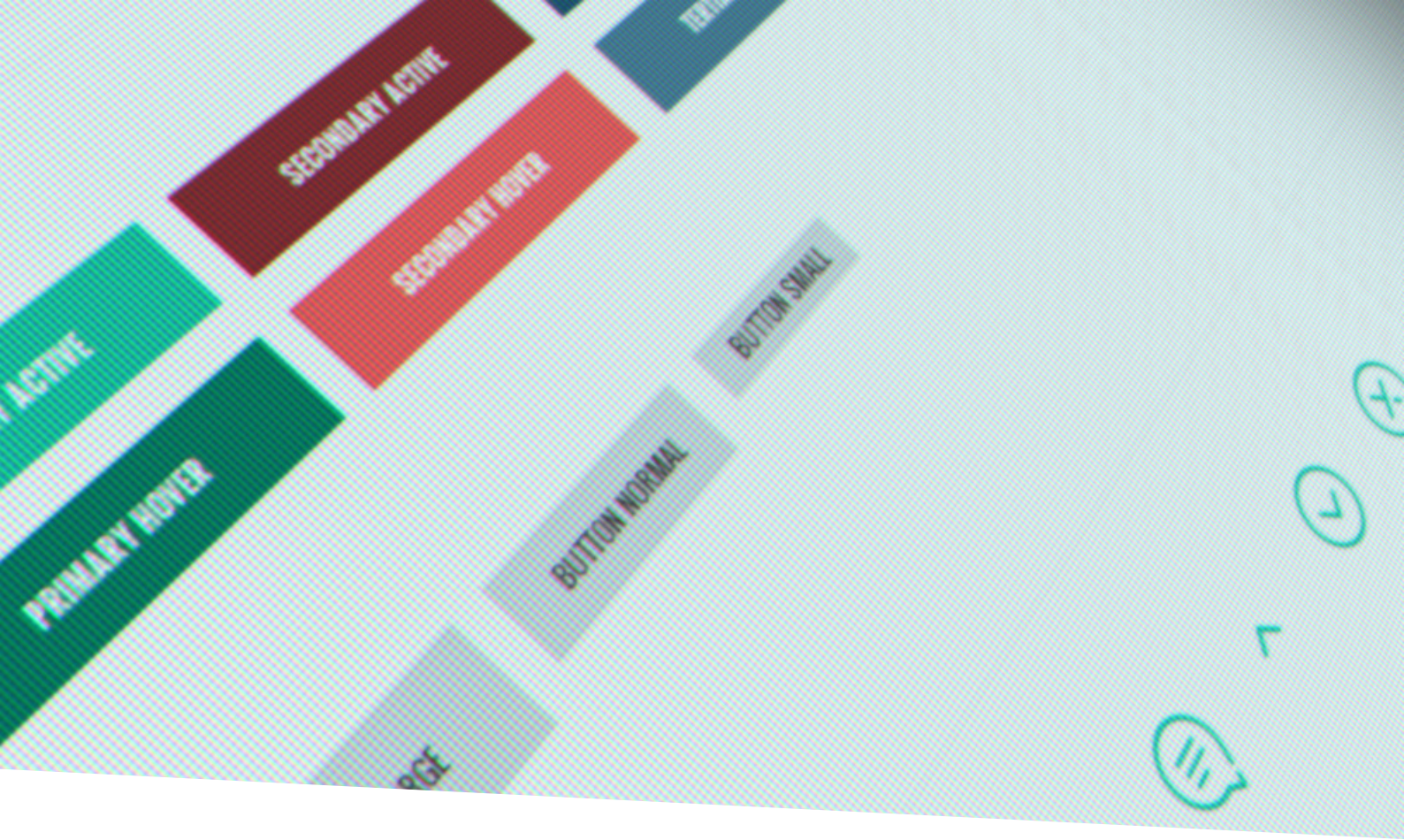
Caleva are passionate about their products and understood the need to shift to digital.

A highly specialised manufacturing company working in a global market place, in diverse and expanding markets:

- ✔ Pharmaceutical
- ✔ Chemical
- ✔ Nutraceutical
- ✔ Aquaculture
- ✔ Agriculture
- ✔ Biotech
- ✔ Food
- ✔ Cosmetics

The Challenge

Move Caleva products and whole proposition online to make them more globally accessible.



The Solution

To help Caleva with a digital strategy the first thing Rocktime did was to outline brand positioning through customer and employee surveys. All the data was collated together which helped guide the Brand positioning structure.

The website was split into two distinct areas of Lab and Production and the service Caleva give.

The solution was very much design led and stemmed around the best use of content delivered by Caleva. The customer journey was defined and content created specifically for each specific persona going along their journey. This helped to form the structure of the site build, hierarchy of navigation, location of content and functionality available to the user.

Everything is trackable and heavily focused on analytics.



Bespoke Web Application
& Software



Mobile Platforms



Support & Maintenance



Digital Consultancy



Success

Caleva experienced an immediate 3 fold increase in enquiries after launch and sales are now coming in from the new catalyst market.

Results from website grading audit were as follows:

- ✔ Before website launch the grading score was **31%**
- ✔ After website launch the grading score was **79%**

They now have international recognition from distributors.

“

The process that Caleva has been going through has been more than just a good digital strategy, it has helped to change our perspective on the business operation and we are really happy with both the process and the people that we are working with.

Steve Robinson
Marketing and Sales Director
Caleva

Get in touch

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