

Australian Notary Services

Case study

cyrius

Client: Australian Notary Services

Industry: Legal

Target audience: Customers requiring attestation services – students, professionals, people moving countries

Services: Document legalisation services, Apostille, and authentication



Overview

Australian Notary Services (ANS) is a specialised entity, part of Bannermans Lawyers, providing document legalisation services, Apostille, and authentication, offering comprehensive solutions for document recognition abroad. They provide an end-to-end service which does not necessarily require you to be present in Australia.

Scope

Operating for over a decade, ANS faces emerging competition, prompting the need to stay ahead by streamlining its personalised customer service approach. The current process, heavily reliant on customer calls, requires improvement. ANS aims to enhance the up-front information on the site, providing clarity, education, and checklists to streamline customer interactions.

Talk to us about a project – Call Stefan info@cyrius.com.au

02 9877 5544 / 0408 868 292

Australian Notary Services

Case study

cyrius

Objectives

Being the experts in document legalisation services, Apostille, and authentication, ANS needed to revamp its site, introducing a new design and content while ensuring alignment with Bannerman's umbrella brand. The focus is on modernising the ANS site to generate growth in customer base, traffic, and sales. The new ANS site intends to have its distinct personality, style and tone, while simplifying the "Getting Started" steps and instructions. The primary goals include driving traffic, creating awareness and generating leads.

Solutions

The solution involved improvements in functionality and a redesign of the site's structure and workflow through the creation of a wireframe model in the Figma platform. Content underwent a comprehensive review with an emphasis on enhancing explainers and improving the site's UX/UI. Enhanced features include the ability to select multiple document types in a single order, streamlined payment calculations, and the introduction of an interactive quiz for country-specific information. Tooltips are strategically employed to guide customers, ensuring a supportive experience. All of the above was created with a new custom design to match and complement the other Bannermans online solutions.

Outcome

The outcomes reveal a transformed ANS site with heightened functionality, offering a fresh design and enriched content. The customer-centric approach is streamlined, allowing for improved clarity and education. The revamped site, maintaining its alignment with the Bannermans umbrella, successfully drives increased traffic, creates awareness and generates leads. The redesigned features include enhanced usability and interactive elements, contributing to a simplified customer journey, solidifying ANS position as a leader in document legalisation services, Apostille, and authentication. The result is a thriving online presence, increased customer engagement, and sustained growth in sales.

What they said:

"We are very happy with the final ANS website – thank you to the Cyrius team for all the work you put into the new site."

cyrius

Simplify. Amplify.

Visit our website for more information:

cyrius.com.au



Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

Email
info@cyrius.com.au

Phone
02 9877 5544 / 0408 868 292