

# Lloyd's Register

Creating a platform fit for an online world

**+133%**

Increase in enquiries

**+76%**

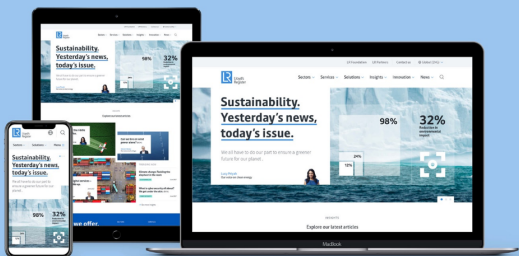
Increase in direct traffic

**+23%**

Increase in social referrals

## The challenge

Lloyd's Register has been a world leader in professional services for engineering and technology for over 250 years. It's no stranger to transformation. Founded in 1760 as a marine classification society in an era of merchants and their sailing ships, Lloyd's Register has overcome industrialisation, sector competition, global expansion, and diversification into the expanding energy market. Experiencing a significant cultural shift brought about by "Industry 4.0", with its connected systems, real-time data, and smart machines, they were getting ready to meet the challenges of the new digital world.



## Our visionary thinking

We focused on bringing to the fore what makes Lloyd's Register distinct: their people, their expertise and their focus on real, long-lasting customer relationships. Alongside this, we developed a global portal platform under a top-level domain that would allow them to manage and syndicate content from a centralised global platform, for all 40+ country websites.



## Our detailed doing

Following a series of collaborative workshops, we selected Episerver and assembled a purpose-built team of front and backend developers to work in tandem to deliver the first release of the new Lloyd's Register website. We re-designed and re-platformed lr.org at a global level, including integration with their marketing automation systems. In parallel, we mapped out the future experience model and navigation structure to demonstrate the scalability of the new global portal website in line with Lloyd's Register's business ambitions.

**"I am very proud of how all the teams have come together to deliver the project. Great work and this is just the start."**

Elaine Roberts

CMO, Lloyd's Register