SOURCEPASS

CASE STUDY

WAHVE

Sourcepass delivers a range of development services including website development, custom website design, web application development, custom programming, and e-commerce solutions for clients in a variety of vertical markets. We address business challenges and deliver outstanding results.

INTRODUCTION

WAHVE is a unique contract staffing talent solution serving the entire insurance industry that brings companies and "pretiring" professionals together. Companies get the right matched talent and vintage experts get to extend their careers working from home.

PROBLEM

Unfortunately, their existing website had a few shortcomings that was restricting the growth and expansion of their business.

- The website looked a bit "dated" and had a few issues with performance.

- Wahve.com focused on their core business units of hiring and recruitment. While sufficient for recruitment, it failed to promote their proprietary AI software, Brainwahve.

- A new approach was needed with a landing page for each of the three core businesses.

SOLUTION

- Create a site that captured the updated look of their major marketing rebrand.

- Define landing pages for wahve.com, workathomevintageexports.com and brainwahve.com

- Design a site that is responsive and provides a consistent experience on both desktop and mobile.

CONCLUSION

Sourcepass provided multiple concepts for review and the client quickly became enamored with their chosen design. Using flexible headers, each section's navigation was organized specifically to their three business units.

"Rob (from the Sourcepass Web Solutions team) has been great to work with. He is very responsive and has done a great job helping us reach our goals." Rick Morgan, Chief Marketing Officer