

HEXAWARE

Transforming an Australian Commercial Kitchen Equipment Financer's Digital Presence to Increase Website Traffic

Enhancing customer engagement and sales
through comprehensive SEO solutions

Case study

keywords

content

seo

analysis

search

Client

| Client

Challenge

Solution

Benefits

Summary

The client is a leading provider of innovative financing solutions for equipment for commercial restaurants and the food service industry. Headquartered in Australia, the company also offers its services in New Zealand and Canada.



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The problem faced by the client:

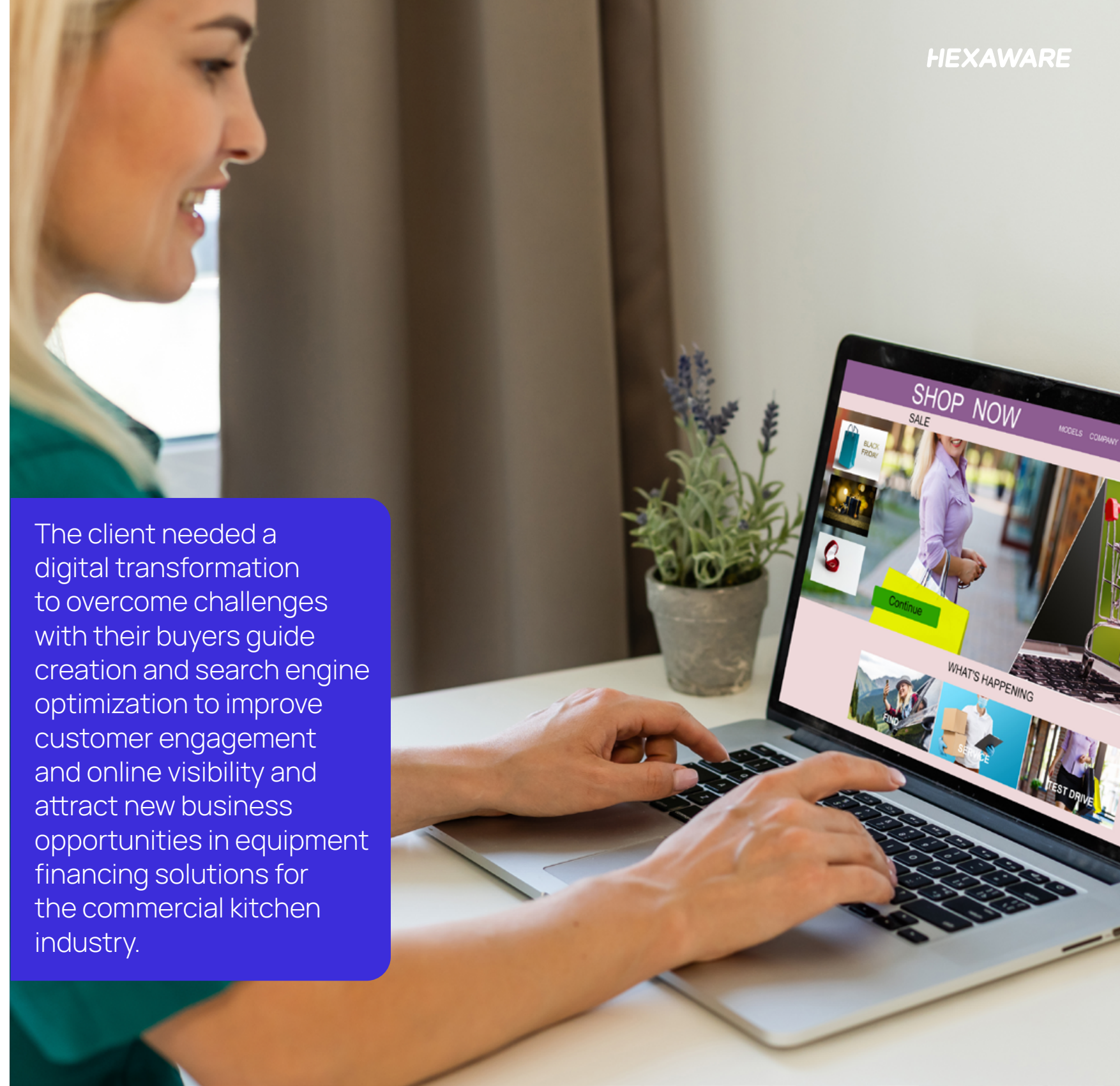
- One of the key challenges that the client faced pertained to its buyer's guides, which were unstructured and lacked comprehensiveness. This made it difficult for potential customers to find the information they needed, resulting in low customer engagement and reduced traction in attracting new clients.
- Another challenge was with the guides' search engine optimization (SEO), which made it harder for potential customers to find the company online.

These two challenges had a detrimental impact on the company's online visibility, resulting in a decline in customer engagement and the loss of potential business opportunities.

What the client needed:

The client sought to embark on a digital transformation journey to address its various business challenges and enhance their role as a provider of equipment financing solutions for the commercial kitchen industry.

The client needed a digital transformation to overcome challenges with their buyers guide creation and search engine optimization to improve customer engagement and online visibility and attract new business opportunities in equipment financing solutions for the commercial kitchen industry.



Solution

- Client
- Challenge
- Solution**
- Benefits
- Summary

Hexaware collaborated with the client, addressing its business challenges while enhancing customer engagement and online visibility. Our team provided a holistic approach, assisting with content writing, buyers guide creation, and SEO optimization.

- **Content creation:** We worked closely with the client to develop engaging and informative content that accurately represented their brand and products. We developed comprehensive and informative buyers' guides that were well-structured and easy for potential customers to navigate, providing prospective customers with all the information they needed to make an informed decision.

Our approach to content creation was underpinned by the use of Generative AI tools, including OpenAI, Copy.AI, and GrammarlyGO. These cutting-edge AI-driven platforms allowed us to revolutionize the content development process. By harnessing the power of these tools, we were able to draft content with remarkable efficiency and precision and ensure that the content perfectly mirrored the client's brand identity. This automation accelerated the content creation timeline and helped to maintain a consistent tone and messaging across all materials, contributing significantly to the client's online presence. By integrating the capabilities of Generative AI, we demonstrated the transformative potential of technology in modern content development strategies.

- **SEO optimization:** Through SEO techniques, Hexaware optimized the guides for search engines to improve online visibility and make it easier for potential customers to find the company online.
- **Ad campaigns:** We implemented a robust digital ads strategy on social media platforms like LinkedIn to increase website traffic, improve search engine rankings, and generate leads.

Through this collaborative effort, the client was able to effectively communicate the value of their equipment financing solutions to its target audience and leave a lasting impression that resulted in increased engagement and sales.



Hexaware's holistic approach, **involving SEO and content optimization and digital ad strategy**, helped the client effectively communicate the value of their equipment **financing solutions**, resulting in **increased customer engagement, online visibility, and ultimately, improved sales.**

Benefits

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20% improvement

in website traffic and search engine rankings

15% increase

in customer engagement by developing high-quality and accurate content

30% faster

time to market

50% manual effort reduction

across the content lifecycle with Gen AI (content research and keyword mining)

The client reaped the benefits of increased online visibility, increased sales, and a stronger brand image thanks to Hexaware's comprehensive solution. We exceeded the client's expectations by driving more traffic to their website and converting more prospects into customers by leveraging our expertise in content creation and SEO optimization.

The client **gained a competitive advantage** in the hospitality industry with **improved search engine rankings**.



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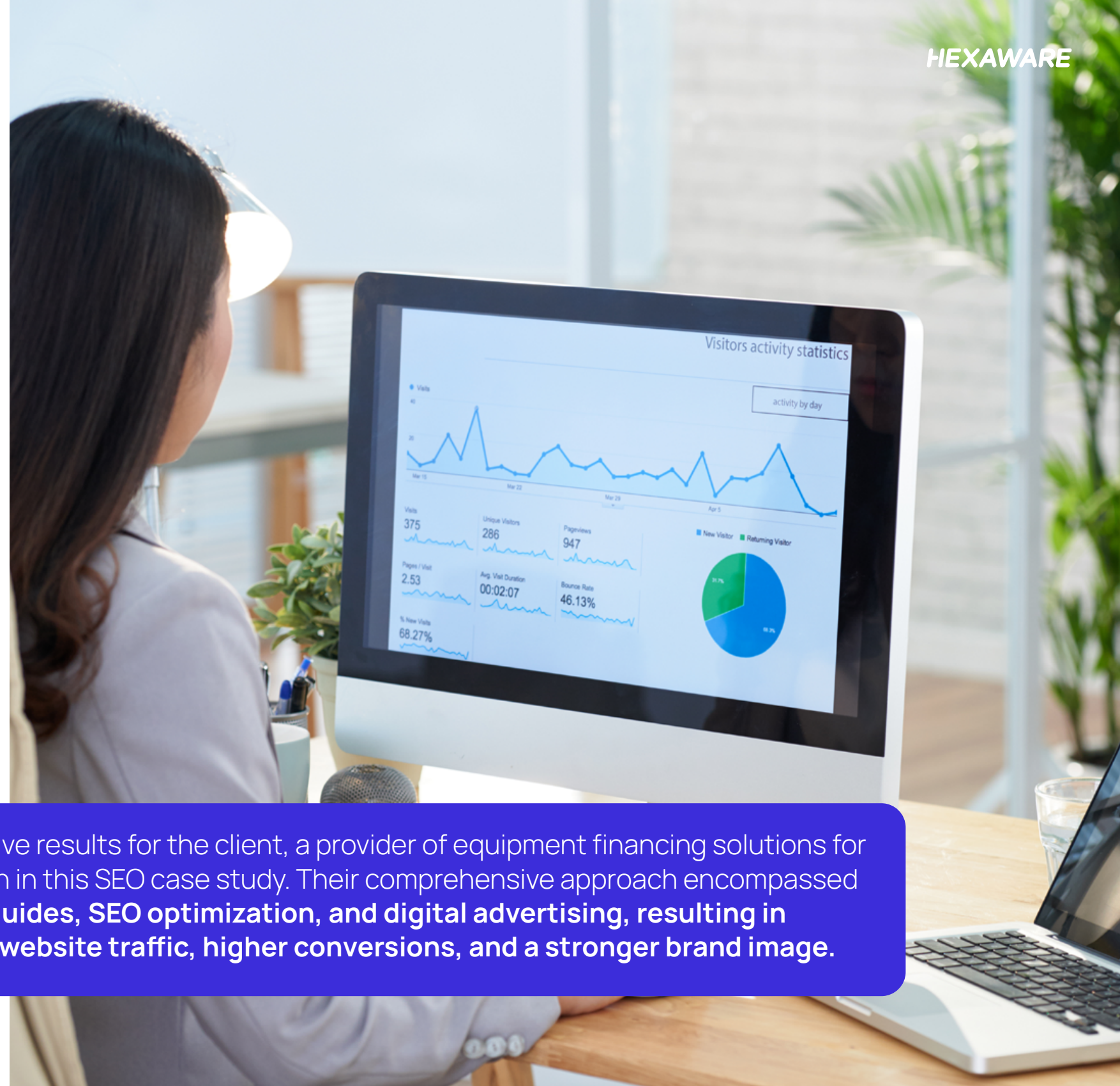
Summary

The client, a leading provider of equipment financing solutions for the commercial kitchen industry, faced challenges with their buyer's guides and search engine optimization (SEO), resulting in low customer engagement and reduced online visibility. Seeking a digital transformation, they partnered with Hexaware for content creation and SEO optimization.

Hexaware took a holistic approach, developing engaging content and well-structured buyers' guides while optimizing them for search engines. We also implemented a robust digital advertising strategy to increase website traffic and search engine rankings, and improve lead generation.

We leveraged our expertise in SEO and content optimization to improve search engine rankings and increase website traffic and conversion rates for the client. The cost-effective marketing approach contributed to the client achieving increased online visibility, sales growth, and a strengthened brand image.

Hexaware's partnership yielded impressive results for the client, a provider of equipment financing solutions for the commercial kitchen industry, as seen in this SEO case study. Their comprehensive approach encompassed **content creation, optimized buyer's guides, SEO optimization, and digital advertising, resulting in improved search rankings, increased website traffic, higher conversions, and a stronger brand image.**



About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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