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HANNAH POTTER

WESTBOURNE CENTRE

Website: www.westbournecentre.com

Telephone: 0121 456 0880



OVERVIEW:

Industry: Cosmetic Surgery

Company background: The Westbourne centre is Birmingham’s premier dental, cosmetic surgery and treatment specialists. It is proud to work with some of the most skilled and experienced consultants in the UK, carrying out clinical care of the highest standard.

NEED:

The Westbourne Centre was a unique client for the team at FDC, unlike other clients they had a specific day where they needed the professional and informative website to be live. This was due to the Birmingham based clinical specialist’s feature on ITV’s ‘This Morning’ television show, which was reviewing breast augmentation under local anaesthesia; this was a revolutionary procedure which is now performed in the centre by surgeons Fazel Fatah and Hiroshi Nishikawa.

The Westbourne Centre already had a website but they felt that it wasn’t professional enough to be shown on a national television program. This is when Hannah Potter from the Westbourne Centre got in touch with FDC, she felt they could provide a expertly designed and developed website that would be ready to go live in the tight time frames that had been put in place.

Hannah Potter said: “We wanted a website produced and designed which

would replace our existing website and we also wanted to incorporate sales and marketing capabilities into it. Two design agencies stood out and we asked both of them to present their brief to the owners of the company. We instantly warmed to Dean’s personality so we invited him back to present again.”

QUICK OVERVIEW

COMPANY:

Westbourne Centre

INDUSTRY:

Cosmetic Surgery

NEED:

website produced and designed which would incorporate sales and marketing capabilities

BENEFITS:

The new website and the feature on the This Morning programme have been a potent mix and the reception to the Westbourne Centre has been very positive.



SOLUTION:

After the brief was designed and the deadline was set, FDC were on hand to create, design and implement a professional website that would include information about the team at Westbourne Centre as well as information about all the in house procedures.

When added together, the new website and the feature on the This Morning programme have been a potent mix and the reception to the Westbourne Centre has been very positive. Over the past two months business has been booming and it's an exhilarating time for all those involved in the process.

Hannah added: "We were extremely impressed with FDC's handling of the project, the communication that Tori and Alex provided was perfect and the whole process was very smooth. There were bumps in the road like any other project, but these were soon sorted out without any problems and when the strict deadline was taken into consideration we didn't encounter anything major.

"Everyone at the Westbourne Centre is pleased with the finished result; the website is very professional and offers all the information anyone seeking advice from us needs. Alex is a very talented designer and the website looks fresh, clean and modern. The key features were added with ease including a media section, gallery and video and PDF upload capabilities. I think it's safe to say that we would definitely like to work with the team at FDC again, the people there are testimony to the success of the business and the work they produce is unrivalled."