



mcm net

digital marketing agency

Bishop's Move

Case Study

Book

Quotes Online

Seamless

Systems
Integration

Improved

Usability &
Navigation

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Case Study: Bishop's Move

Brief

Having outgrown the 5 year old site previously built, [Bishop's Move](#) approached [MCM Net](#) with a brief to create a highly usable site that drives quality leads through the right channels in the branch network by integrating with their internal quotation system 'BODSWeb'.

Execution

MCM Net designed and built a bespoke [website](#), [standalone mobile site](#) and quotation portal for Bishop's Move that integrates with their internal system to serve customers with accurate quotations based on their removal requirements across the UK and international.

The online quotation tool allows users to obtain a 'quick quote' based on their removal requirements (which are made through a lean 4-step process). Users can then refine their quotation by adding household items, rooms and details of the move to reflect the quote more accurately. Following on from this, users can then progress to accept and book their quotation online.

With the newly improved website and online facility now launched, Bishop's Move customers can quickly and conveniently access key content, book their removal requirements and download related information assisting them with the move without having to navigate through excessive click-through chains.