Graduates Transform the Face of Car Leasing

Wednesday 21 February, 2018

A car leasing firm based on the outskirts of Cardiff has trusted its graduate employees to transform its online presence.

Green Bison Limited, sited near Caerphilly, offers car leasing services and has just celebrated its 15th anniversary since opening its doors to the public for the first time.

During this 15-year period the company has seen the industry transform with mergers and acquisitions of leading funders and new entrants to the broker market come and go.

Realising that the car leasing industry is now largely an e-commerce business, the company director Keir Jones, decided that it was time to refresh the face of Green Bison, bring the company forward and embrace the market growth in Personal Contract Hire.

When Keir discussed the requirements with Nathan Pennington (28), the company's head of marketing, they realised they needed an entirely new brand to move the business forward.

Nathan said: "Alongside having a new website, we needed to make the brand and the logo relevant. We previously traded as 'GB Vehicle Contracts', but what is that? With the market moving heavily towards personal contract hire we needed to make the message clearer and more relevant to consumers, so we opted for the new brand, 'GB Car Leasing'."

The pair began by seeking out the best local web developers they could find to help them with their project.

But after getting in touch with a few web development firms, the duo began to realise that an agency wasn't going to be the answer.

They then set out to find someone who was able to grasp the complexity of the task which led them to Boris Napoleonov (25), a Computer Games Development graduate from Cardiff University.

Nathan and Boris worked together to create the design for the new website, with the customer journey being at the forefront of their focus.

"There were a lot of new concepts to me" Boris said. "We had to balance interactivity, functionality and design, while keeping the GB Car Leasing website simple enough for all ages and abilities."

Nathan added: "Boris already develops software for the NHS and computer game development is extremely complex, so we were confident in his ability to deliver what we needed. We are really happy with the results and can't stress how valuable graduates like him can be."

Green Bison offers a range of car lease deals and trades with a variety of customers.

The business' ethos is that you should be able to pay less, to drive more with people who care.

For more information, visit their new website at https://gbcarleasing.co.uk/

Media:



Related Sectors:

Business & Finance :: Construction & Property :: Men's Interest :: Motoring :: Personal Finance :: Public Sector & Legal :: Retail & Fashion :: Transport & Logistics :: Travel & Tourism :: Women & Beauty ::

Related Keywords:

GB Car Leasing :: Green Bison :: GB Vehicle Contracts :: Car Leasing :: Personal Contract Hire :: Business Contract Hire :: Car Lease Deals ::

Scan Me:

Company Contact:

GB Car Leasing

T. 02920 022419
E. nathan@gbvehiclecontracts.co.uk
W. https://gbcarleasing.co.uk/

Additional Contact(s):
keir@gbvehiclecontracts.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.gbcarleasing.pressat.co.uk