

## Virtual Viewing Case Study: i2 Office

### Client sector: Serviced and Virtual Offices



i2 Virtual & Serviced Office Ltd launched in 2009, providing serviced and virtual office services, professional meeting rooms and two levels of disaster recovery service for its office clients. The company was founded by Philip Grace, who previously founded United Business Centres in 1999 and grew the network from five to twenty three in six months in 2008. i2 Office has broken the mould of the serviced office sector by providing cost-effective office space and clear pricing for clients, and offering a broad range of flexibly packaged IT and telecoms services on a genuine 'pay as you go' model.

### i2 Office's Objectives

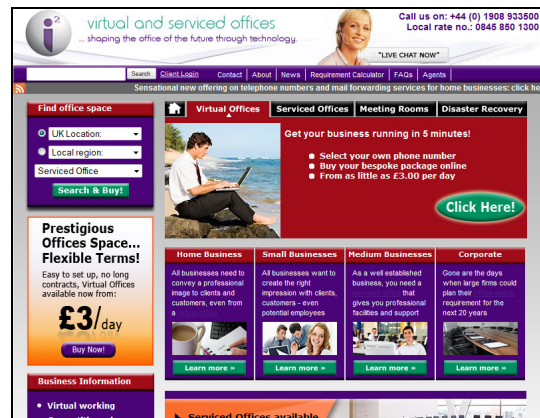
- > To establish the i2 Office brand online
- > To provide clear fast routes to information that answers customer queries – ie details of location-specific services
- > Make the cost, time and convenience benefits of serviced and virtual offices immediately obvious to site users
- > To create a website with complete maintenance facilities that can grow with the company, as further serviced office locations are brought online
- > Integration with back-office systems, to enable customers to sign up for virtual or serviced office services, and a range of IT and telecom services online
- > High website visibility to major search engines
- > Integrated statistical monitoring and reporting facilities to support ongoing review.

### Virtual Viewing's Solution

#### Content Management and System Integration

The deployment of Virtual Viewing's **OSCAR (Online System for Content Administration and Release) content management system** allows i2 Office to update all key information – including text and imagery - in 'real time', and to link in downloadable files to give web-site visitors more information.

The website also offers **seamless integration with back-end office systems** provided by i2 Office's service partners, The Virtual Office Company and Essensys, enabling web site visitors to sign up for virtual and serviced offices online and – in many cases - to be 'up and running' in minutes. Also integrated is a 'live chat' facility for service enquirers.



This integration will be subsequently expanded to include meeting room bookings, including discounts for existing i2 Office clients.

### Design

The visual presentation of the site was designed in close collaboration with i2 Office and their brand livery designers, ensuring that the website continues and reinforces the company's brand identity.

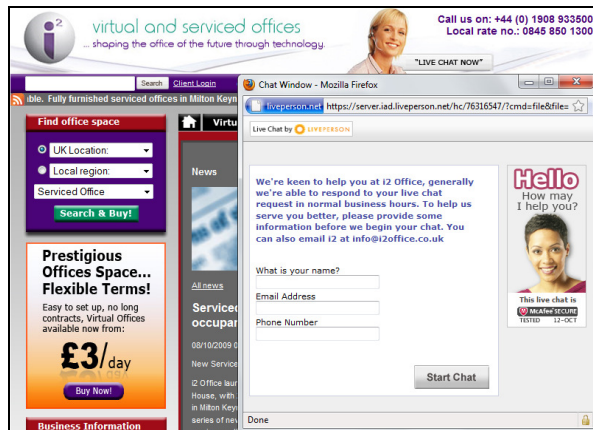
A template-based approach supports consistency of presentation, while the Home Page design provides clear visual prominence for the company's four main service strands – Virtual Offices, Serviced Offices, Meeting Rooms and Disaster Recovery – while supporting constant access across the site for a location-specific office search facility.



The design also allows space for inclusion of banner advertisement for content-managed promotion of specific services or offers.

## Adding Features – and Benefits

The website development incorporated a host of additional features and benefits – both for the company and its website's diverse audience:



- > **online chat facility** for real time interaction with i2 Office sales advisors
- > **agent sign-up facility** enabling potential property search agents to contact i2 Office online to establish working partnerships
- > **interactive search facility**, enabling site visitors to located virtual or serviced office locations across the UK
- > **online sign-up and payment** for services with real-time processing – services can be set up in minutes
- > **search engine optimisation facilities** as an integrated part of comprehensive content management

- > **requirements calculator** clearly showing the substantial savings that can be achieved using i2 Office's services by comparison with traditional office leasing
- > **online floor plans** showing building layout, room capacity and prices for serviced office locations
- > **client log-in area** allowing existing customers to sign-up for additional services – such as additional telecoms and IT services and packages online
- > **News and Business Information sections** with full content control, including linking to externally hosted blogs for search engine ranking enhancement.

The screenshot shows the 'Requirement Calculator - Milton Keynes' interface. It includes a search bar for 'UK Location', 'Local region', and 'Serviced Office'. Below the search bar, there's a 'Prestigious Offices Space... Flexible Terms!' section with a 'Buy Now!' button. The main content area displays a comparison table between 'Traditional Lease Option' and 'Serviced Office' for 6 people. The table lists various costs and services, with the 'Serviced Office' option being significantly cheaper and more inclusive.

	Traditional Lease Option	Serviced Office
All One-Off Start Up Costs	£	£
- Agents/Surveyor/Legal Fees	£ 2,500.00	Inclusive in Rent
- Property Taxes / Stamp Duties	£ 1,200.00	Inclusive in Rent
- Disapidations Provision	£ 12,000.00	Inclusive in Rent
- Fitting Out (Carpets, Partitions)	£ 1,384.05	Inclusive in Rent
- Air-Con Upgrades	£ 2,700.00	Inclusive in Rent
- Mechanical & Electrical Works	£ 4,050.00	Inclusive in Rent
- Furniture & Equipment	£ 15,000.00	Inclusive in Rent
- CAT 5e Cabling	£ 1,650.00	Inclusive in Rent
- Connection & Lease Terms with National Telecom Operators	£ 6,000.00	Inclusive in Rent
- Staff Recruitment Fees	£ 3,500.00	Inclusive in Rent
- Removal Fees	£ 1,500.00	£ 1,500.00
- Management Time to Oversee All Above Processes	Up to 6 months	Not Required
<b>Total</b>	<b>£ 82,124.05</b>	<b>£ 1,500.00</b>

## What the Client Said ...

"Virtual Viewing has not only created a high-impact site that gets our key messages across; they've also worked pro-actively and intelligently with us and with our PR, service and technology partners to deliver a site that's packed with functionality for both us and our clients, but remains easy to use and navigate."

– Philip Grace, CEO, i2 Virtual & Serviced Office Ltd.

## What Virtual Viewing did next ...

The next phases of the i2 Office website development will see further technical enhancements to the site's functionality, including:

- > the integration of Virtual Viewing's **EMMA (EMail Marketing Assistant)** web-based solution for fully-managed email marketing campaigns
- > further back-end system integration for online meeting room bookings
- > the development of a client portal, enabling i2 Office's serviced and virtual office clients to market their services directly to each other in an extranet environment
- > roll-out of the website model for additional i2 Office serviced office locations.