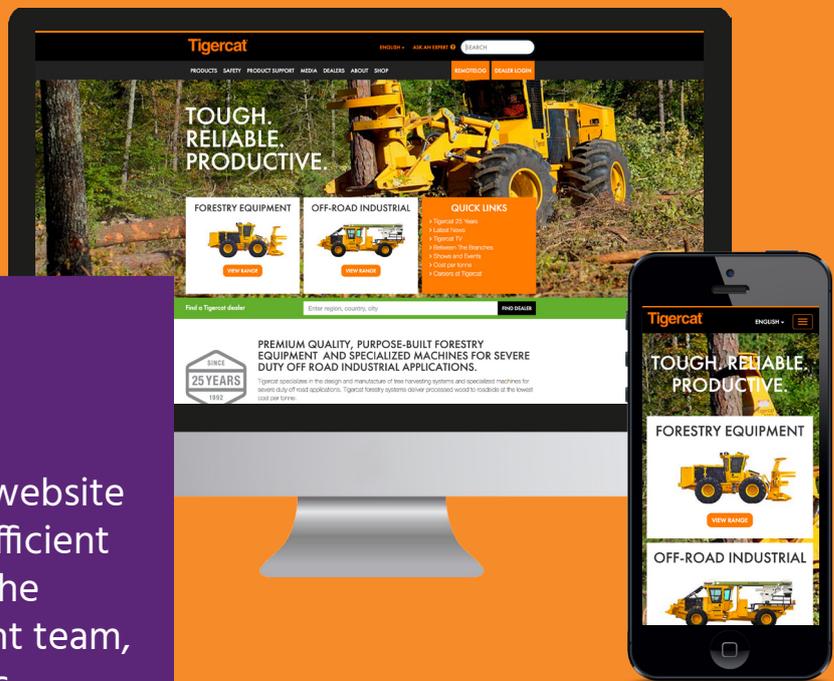


# Tigercat

A multilingual corporate website designed to give a fast, efficient user experience both to the Tigercat web management team, and to Tigercat customers.



# Tigercat®

## Tigercat Key Facts:

### Internationalisation

This multilingual website caters for 6 languages across 19 different territories, serving a worldwide network of customers and dealers.

### Time Savings

Time spent adding and editing products is now dramatically reduced thanks to our custom backend user experience.

### Mobile First

Hallam's responsive web solution provides a fast, consistent user experience for customers around the world across a variety of devices.



Usage statistics have improved considerably from 14,000 to 20,000 per month. From a user perspective, the new site is much quicker to load and easier to navigate.

Paul Iarocci, Communications Manager, Tigercat



## The Client

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Canadian-based Tigercat employs over 1300 people and is one of the world's leading designers, manufacturers and assemblers of forestry equipment.

## The Challenge

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Tigercat approached Hallam as expansion into new international markets prompted the need for a new multilingual website that could be updated quickly and efficiently, and offer a consistent user experience to customers around the world using a wide variety of devices.

## Our Approach

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The team at Hallam took a highly structured approach to this complex project, combining discovery workshops, user research, and deep analysis to produce a project proposal that identified and addressed the most pressing business requirements.

In particular, Hallam identified a custom platform for the dynamic integration between the Tigercat WordPress platform and their translation partners. With a bespoke downloads section, it is now possible for all the content on Tigercat's site to be translated and reused throughout the site in its native language.

Hallam also added a bespoke dealer locator function that enables users to find their nearest dealer, no matter where in the world they are based.

Finally, we also made some dramatic improvements to the site's backend user experience, reducing the amount of time it takes Tigercat staff to add and edit products by over 200%.