

Data Cleansing Specialists Unveil New-Look Corporate Website



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Tracesmart Corporate, [data cleansing](#) specialists and leading providers of consumer information services, have launched their new look corporate website. The redesign is not just skin-deep however, as it also includes an updated appearance to their intuitive online services, employed by a growing legion of operators to [trace people](#) and conduct [identity checks](#). The redesign project was initiated following discussion with clients and prospects about site functionality.



Following in-depth market research with staff, customers and potential clients, the company embarked on a strategic overhaul of their business website to reflect the requirements and observations made by visitors during the research. The new look website and service portal was developed to portray [Tracesmart Corporate](#) as a modern and progressive organisation with a more welcoming and easier to understand user interface.

Owen Roberts, Tracesmart's Communications Manager commented, "Putting into practice the feedback we received during market research has paid dividends. We believe our new look corporate website presents a more customer focused and user friendly search facility. Our in-house web developers and design team have responded to the challenge and delivered a fresh, contemporary design that I'm sure our customers will greatly appreciate."

The Tracesmart Corporate website provides access to a variety of data intelligence services such as self-key consumer tracing, existence checks [anti money-laundering](#) and know your customer identity verification. Users of these services come from a broad and growing range of industries that include, amongst others, the financial sector, professional services and the media.

Paul Weathersby, Tracesmart's Technical Director added just before its launch, "Following exhaustive examination of our previous site and listening to visitors and our customers, we were keen to improve the user experience and design. The website has gone through more than just a face lift and early indication from those consulted on the project suggests a more than favourable reaction. We are extremely delighted with the new design."

About Tracesmart

- Established in 1999, **Tracesmart Ltd** is a leading provider of consumer intelligence services. It specialises in the provision of both online tracing and identity verification. Prominent in the pensions, legal, financial and retail sectors, their fraud prevention and anti-money laundering solutions are employed by a growing legion of businesses ranging from SME to FTSE 100 companies. The company's management has embarked on a rapid growth strategy; recently doubling staff numbers and office accommodation at Tracesmart's Cardiff Bay headquarters, in addition to opening a City of London office to satisfy existing and anticipated future demand for their products and services.
- **Paul Weathersby** Tracesmart's Technical Director. Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.
- **Owen Roberts** has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises the public awareness of the company through various media driven PR campaigns.

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