

Any self-respecting telecom operator needs to have a strong online presence, with pricing, rate plans, promotions and dealer contact details a few mouse clicks away. And if you want to capitalise on new opportunities, you have to act fast.

The solution? An effective, enticing, user-friendly website, and a partner you can rely on.

Kurt Van der Vekens, Web Designer in BASE's Marketing department, found both.

BASE[®] over the moon with emagic CMS.Net

→ www.base.be

freedom of speech

In the telecom industry, your survival depends on your ability to attract new customers. "With our old static website, we were fighting a losing battle," explains Kurt Van der Vekens. "It took some time to get our updates online, and to add, delete or modify the content. So two years ago, we decided to set up a dynamic content management system and find a partner to design and develop our new website."

→ Design is Dead

Web developer Design is Dead came out on top of BASE's short list. Kurt: "The team knew their stuff cold and came up with excellent recommendations, including emagic CMS.Net. With this Belgian-made content management system, we'd have our new site up and running in no time. Even the standard system offered an incredible range of applications. A developer's dream when it comes to scalability."

Kurt was a firm believer in Design is Dead and emagic CMS.Net right from the start. "I knew I made the right choice when our website traffic shot up dramatically after the launch. And we're still going strong. Thanks to emagic CMS.Net and Design is Dead, we can update our pricing, rate plans and promotions in a flash. In addition, with the open architecture and over 3,000 functions (API), Design is Dead can extend and customise the system to our needs."

→ The User-Friendly Advantage

"One of the features of emagic CMS.Net is that its menus automatically adjust whenever we add, delete or hide pages," adds Kurt. "But emagic CMS.Net is also an excellent solution for managing multilingual content. The data repository and system components are multilingual by default. And with the XData module, we can offer and process structured content. Our helpdesk is directly connected to the request forms our customers fill out online."

"The design consistency behind emagic CMS.Net is remarkable, right down to the smallest details. As a back-end user, you're fully operational in no time at all. It only takes a few days to train a new colleague, and there's no need to consult the detailed and comprehensive manual."

→ Extra Modules

With emagic CMS.Net's open, extendable architecture, Design is Dead can easily integrate its own modules in the system. Kurt: "Take, for example, our roaming tool, which customers use to consult rates in different countries, before their departure. They enter their BASE[®] rate plan and get a complete overview of our roaming and telecom partners in the country in question. Quite a useful service now that people are travelling more than ever before. Our roaming department keeps our database up to date according to the latest negotiations with potential roaming partners. Any change to the database is immediately available online."

"Another interesting module is our dealer locator. Customers and prospects enter their postcode on our website and the system identifies BASE[®] dealers in their neighbourhood. It's very practical for after-sales enquiries, questions or comments, or for signing up for a rate plan. This module was also developed by Design is Dead for use with emagic CMS.Net."

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Web Designer,
BASE[®] Marketing Department



→ Speedy Time-to-Web

"A key selling point for Design is Dead was their fast turnaround time, considering we wanted our new site online in just a few months. It took a while to agree on the project objectives, the look and feel, and the applications, but once we gave the team the green light, our website was up and running on schedule, thanks to the power of emagic CMS.Net and the commitment and flexibility of Design is Dead. Now we can update our content whenever we want, all by ourselves. Time is a real luxury in the telecom business, so every second counts. We're absolutely delighted with Design is Dead and emagic CMS.Net. No doubt about that."



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