

PROJECT IN SHORT

Content Management, Translation Management, Consultancy & Feedback, Quality Control

PROJECT DESCRIPTION

For global car rental company Advantage – Rent a Car, IST@ease team is responsible for content management of the European websites, effectively dealing with requests spanning 6 languages for 8 corporate countries. IST@ease is responsible for creating banners and executes site renovations in products and promotional assets. IST@ease monitors the quality of all Advantage Europe websites, following IST@ease’s zero mistake policy. All requests are delivered according to Advantage’s strategy, time and quality parameters. Next to the execution of promotional page and banner management, IST@ease is involved in translocation of the website to a new CMS system with regular feedback and consultancy on how the new website can be optimized according to IST@ease’s online marketing strategies.

