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# Business Stories Prestige Network

**Thanks to Designing Demand we are predicting a huge growth in turnover, taking it to £5m in the next eighteen months.**



## **Background**

Originally created as a specialist software firm, the last 20 years have seen Prestige Network develop and grow to become one of the UK's leading language specialists. With 25 employees, the company now provides all the services associated with traditional translation alongside translating for the web and e-learning, interpretation and transcription and audio and video material. Crucially it can work in over 200 languages.

## **The challenge**

Brother and sister Shawn Khorassani and Shohreh Fleming have overseen an impressive growth record at Prestige Network. In diversifying from software development they targeted the public sector and developed a niche market providing services in the more challenging languages that were harder to source.

“Our next challenge was to expand our market into the private sector,” said Chairman of the Board, Shawn Khorassani. “We were looking at an international market and had identified our website as the key sales driver, however it very much reflected our public sector focus. We needed to develop that site without losing our existing customer base”.

The company already had an ongoing relationship with Business Link which had not only identified the organisation as a fast-growth company but also provided mentoring and further support. “Because of that strong relationship we automatically asked our Business Adviser where we should go for help with the next stage of our growth,” said Shawn. It was then that we found out about Designing Demand, a Solutions for Business programme developed by the Design Council. We were put in touch with South East Design, the organisation that delivers the SEEDA funded programme, and just six months later we have a new website and new branding.”


## **The response**

Shawn's strategic focus impressed South East Design's Design Associate James Duguid at their first meeting.

“It was immediately obvious that this was a company that doesn't stand still and I was determined to realise the full potential of the Designing Demand programme for them in this project. Working with Shawn I mapped out Prestige Network's business goals, redefining the company's brand values to enable it to better target the private sector as a whole and particularly the corporate legal market”.

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Continued overleaf 



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▶ Three design agencies pitched for the resultant project which Prestige awarded to Theale-based Rouge Media.

“The challenge of adding a private face to a public sector focused company was fascinating,” said Rouge’s Design Director, Andy Woods. “Prestige Network had all the right ingredients already in the mix, what we had to do was rearrange them, then bring them back in the right order to do a new job.”

The result is a much more professional face for Prestige Network. The new design-led site uses images to help tell the story reducing the need for heavy content. It also moves the company away from its original IT roots, making it appear more people focused whilst still reinforcing the range and quality of the services provided, supported by its trademarked strapline: Any Time • Any Where • Any Language.

### The outcome

In addition to the website Prestige Network’s whole brand identity has now also been revised, colours refined, logo revamped and brand guidelines put in place, bringing the company completely up-to-date.

“James has played a vital role in taking this project forward,” said Shawn. “He took the time to fully understand just how we worked and then brought in specialists to make the project happen. We now have the overall look and feel we needed to go forward again. The website looks terrific and provides Prestige Network with a portal to other territories and sectors. Whilst part of our market may be contracting we are confident we can now expand into other sectors. We have already taken on three new members of staff and expect to employ a further five in the next year or so.

“Thanks to Designing Demand we are also predicting a huge growth in turnover, taking it to £5m in the next eighteen months. It is a figure that is even more impressive when you realise it is virtually double our turnover when the project started”.

For further information or advice

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