

Digital platforms

Nash
Tech.

Digital platforms allow your organisation to excel in customer experience and sustain competitive advantage through differentiation and market disruption.

Our expertise encompasses eCommerce solutions, content management systems (CMS) and custom digital experiences, empowering you to drive deeper engagement with your customers and transact in new ways while streamlining operations for increased profitability.

We focus on enabling your organisation to achieve its digital transformation goals by creating user-centric platforms that are secure, reliable and adaptable to your evolving business demands:

- **Design, develop and manage scalable digital platforms** customised to your specific needs and enabling you to differentiate, disrupt and respond fast to market opportunities.
- **Deliver unique user experiences** with highly interactive applications and responsive websites that enhance user satisfaction and increase customer loyalty.
- **Turn user engagement into measurable business value** by innovating rapidly through agile development, optimising performance and enabling seamless transactions that increase conversion rates and revenue.

Digitising CX

Business outcomes delivered with customised digital platforms



The digital technology credentials and responsiveness that drew us to select NashTech have been realised.

Director of systems delivery, Markerstudy Distribution

Markerstudy Distribution is a global leader in motor insurance products and complementary services. Through its partnership with NashTech, it has successfully modernised its quote and buy platforms to drive revenue and profitability.

226%

increase in online quote-to-sale ratio drives profitability

47%

increase in customer journey completions

90%

reduction in testing time improves time to market for new features

THE OUT



At the price point we charge... Every step of the customer journey needs to be perfect.

Managing Director, THE OUT

Jaguar Land Rover (JLR) saw an opportunity in the UK luxury car rental market and launched THE OUT to offer a premium, seamless rental experience with transparent pricing, a paperless process and no pickup or refuelling hassles. NashTech built its entire rental service platform.

300%

increase in revenue

4.7/5

rating on Trustpilot

99%

delivery accuracy

minster law



Right at a technical level, there was a clear synergy between us and NashTech. We bought into a sophisticated solutions provider... not just a group of developers.

Development Manager, Minster Law

The UK's leading personal injury practice, Minster Law, worked with NashTech to develop a new claims management application and client portal using cutting edge technologies:

- Automating front and back-office processes has enabled lawyers to focus on decision-making and support clients throughout the process.
- Advisors and clients can manage and monitor the progress of injury cases through the case management system, while a chatbot allows clients to enquire about the progress of their claim.

A collaborative process for customised digital platforms

From developing net new digital platforms and applications to modernising your existing ones, we will work closely with your experts to deliver a customised solution.

Digital platforms	
Web development and optimisation <ul style="list-style-type: none">▪ eCommerce▪ Website development, optimisation, audit▪ Search engine optimisation (SEO)	Content management systems <ul style="list-style-type: none">▪ Implementation, upgrade, migration, optimisation▪ System integration
Mobile application development <ul style="list-style-type: none">▪ End-to-end service▪ Mobile application modernisation▪ Native app development▪ Cross-platform application development	Customer experience <ul style="list-style-type: none">▪ Front end▪ User experience (UX)▪ User interface (UI)
With options for:	
Low code / no code <ul style="list-style-type: none">▪ Microsoft PowerApps▪ OutSystems▪ Mendix	Services / enterprise <ul style="list-style-type: none">▪ Salesforce▪ Magento (eCommerce)▪ Moodle (Learning Management System)

Engineer excellent user experiences with us

We specialise in building and optimising robust digital platforms that drive business growth and deliver excellent user experiences:



Design with your teams and end users in mind to create intuitive interfaces, embrace personalisation and deliver a better overall experience.



Turn complex personalisation journeys into seamless experiences using AI and ML to enhance the process and engage with more complex customer personas.



Focus on the moments that matter for your users through real-time insights enabling you to track, predict and respond fast to user behaviour trends.



Innovate rapidly and securely with low code / no code options and AI-powered tools that accelerate time-to-market.

Your trusted partner for customised digital platforms

With expertise in software engineering, quality assurance, API integration, artificial intelligence (AI), cloud architecture, data management and analytics, our team will provide you with differentiated and innovative digital platforms that deliver impactful outcomes with speed and precision at a competitive price:

- **Deliver value faster from your technology investments:** We ensure iterative development of projects to reduce delivery timelines so you can deploy new products and features faster and react quickly to the rapidly evolving digital landscape.
- **Flexible and scalable resourcing models:** Gain access to the right skills, experience and capabilities in a flexible and scalable model while reducing costs.
- **Project delivery that balances innovation and risk mitigation:** Solve your toughest challenges through collaborative relationships based on a shared vision and values.
- **Exceptional quality assured:** We measure and continuously improve in terms of the overall quality accreditations we hold and the quality management system we deploy to assure a flawless delivery.

Contact us

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