



PruHealth looks to space01 to improve customer experience

immediate future Limited, October 04, 2005

URL: <http://www.pr9.net/business/marketing/2668october.html>

PruHealth, the private medical insurance provider, has appointed space01 to re-design their transactional website, www.pruhealth.co.uk.

PR9.NET October 04, 2005 - space01 will focus on increasing PruHealth's online sales by improving the customer experience. Paul Brooks, Managing Director of space01, says: "Our brief is to bring together our communication and transactional expertise to create an online experience that genuinely delivers on the promises of the PruHealth brand. We will be working closely with PruHealth's in-house team to improve the site's core process, content and design."

Last year, PruHealth launched a revolutionary approach to private medical insurance which rewards a healthy lifestyle with lower premiums.

The PruHealth site will be supported by an offline marketing campaign.

Shaun Matisonn, Chief Executive of PruHealth, says: "space01 demonstrated a real understanding of both our functional and our communications requirements. These skills are key to raising awareness of our proposition and maximising conversion rates."

###

About space01

space01 is a full service digital agency which has a proven track record in creating exciting, imaginative and above all persuasive digital customer experiences and communications. space01 is backed by Practiv, one of the UK's leading software development companies. Together space01 and Practiv create powerful digital business tools based on a genuine understanding of the customer. Clients include Friends Provident, Clerical Medical, BUPA, American Airlines and The AA.

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

Phone: 0845 408 2031
Website: <http://www.immediatefuture.co.uk>
E-Mail: pressoffice@immediatefuture.co.uk