



## **The problem statement**

Coffee Management Services (CMS) has long been a trusted name in the coffee industry, providing essential services in supply chain management, quality control, and training. Their mission has always been to ensure that coffee growers, roasters, and retailers benefit from high-quality coffee through a seamless and efficient supply chain. However, despite their industry expertise, CMS found themselves struggling with an outdated digital presence that failed to reflect their leadership in the field. Their website was clunky, difficult to navigate, and failed to engage potential clients leading to missed opportunities and a weaker online reputation.

## **Solutions offered**

Recognizing the need for change, CMS turned to BBR for a digital transformation. The goal was clear: create a modern, intuitive website that would not only showcase their expertise but also provide a seamless user experience for growers, buyers, and coffee enthusiasts alike. The development began with a complete design, ensuring that visitors could easily find the information they needed while exploring the depth of services CMS had to offer. Every element of the new site was crafted to reflect the professionalism and precision that CMS brings to the coffee industry.

## **The impact**

The transformation was immediate. With a cleaner layout, engaging content, and a well-structured navigation system, users began spending more time exploring the site. More importantly, potential clients could now easily reach out, inquire about services, and take the next steps in working with CMS. The improved functionality and strategic design elements led to a notable increase in engagement, turning passive visitors into active partners.

Beyond engagement, the website reshaped how CMS was perceived in the industry. No longer was it just a company with deep knowledge of coffee it was now seen as a modern, forward-thinking organization that embraced innovation. The digital facelift reinforced their reputation as industry leaders, giving them a competitive edge and strengthening their credibility with clients and partners.

For CMS, this wasn't just about a website redesign, it was about reclaiming their position as a leader in the coffee industry and ensuring that every digital interaction reflected the excellence they bring to their work. With a dynamic new online presence, they were now better equipped to connect, engage, and grow their impact in the world of coffee.