

Ah

**All human**

European Agency Awards 2024 - **Digital Agency of the Year**

**Our goal: To drive business growth by creating experiences that people love**

# Our clients

All human has worked  
with a wide range of  
clients for over 20 years

**BORD BIA**  
IRISH FOOD BOARD

*Lily O'Brien's*

**Irish Life**

**an  
post**

**Bank of  
Ireland**

**AXA**

**Fáilte  
Ireland**

**zyte**

**Iarnród Éireann  
Irish Rail**

**Ireland State Savings**  
NATIONAL TREASURY MANAGEMENT AGENCY

**LetsGet  
Checked**

**KBC**

*eir*

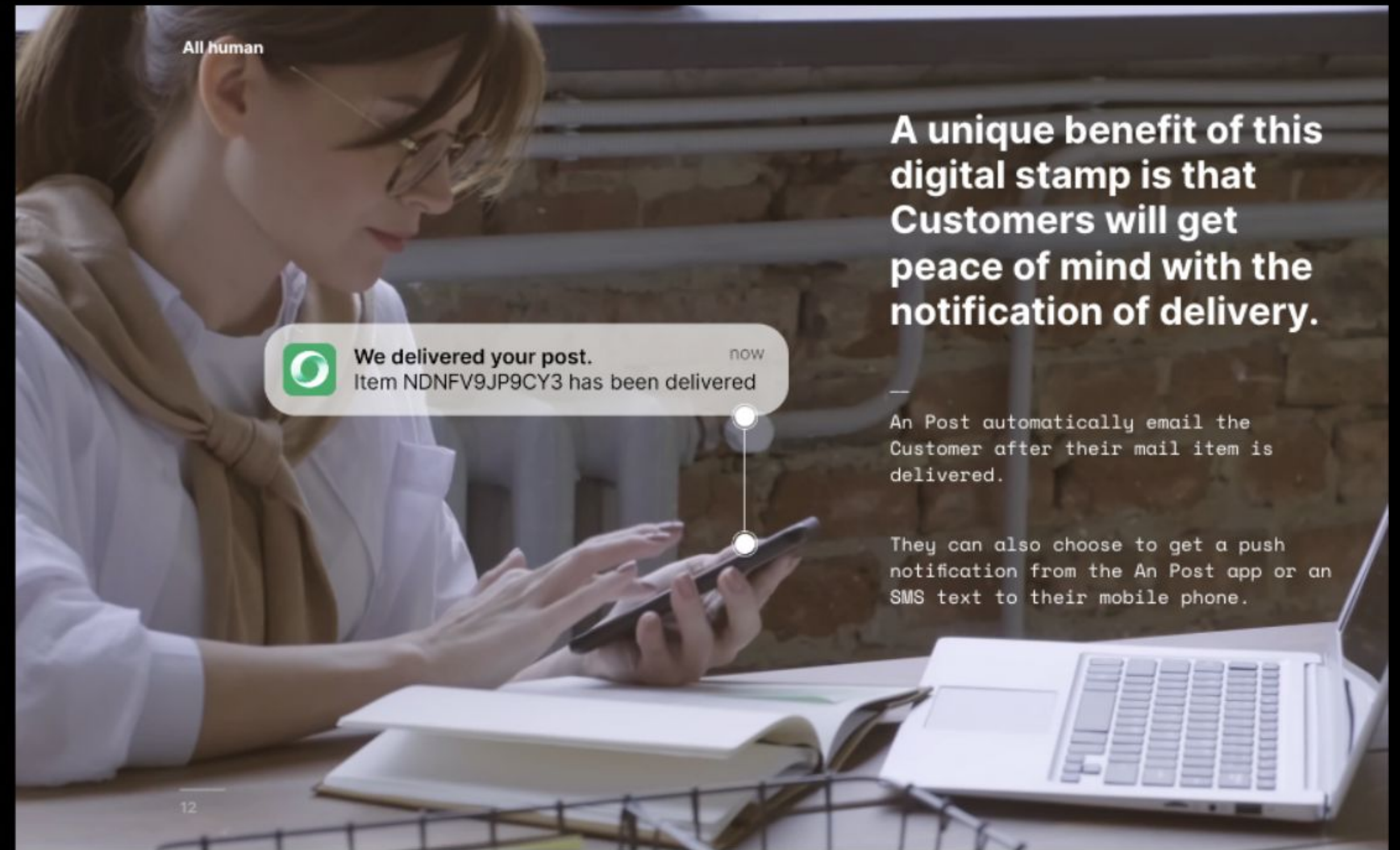
**enÉrgia**

# **Business achievements for clients**

# Digital stamp

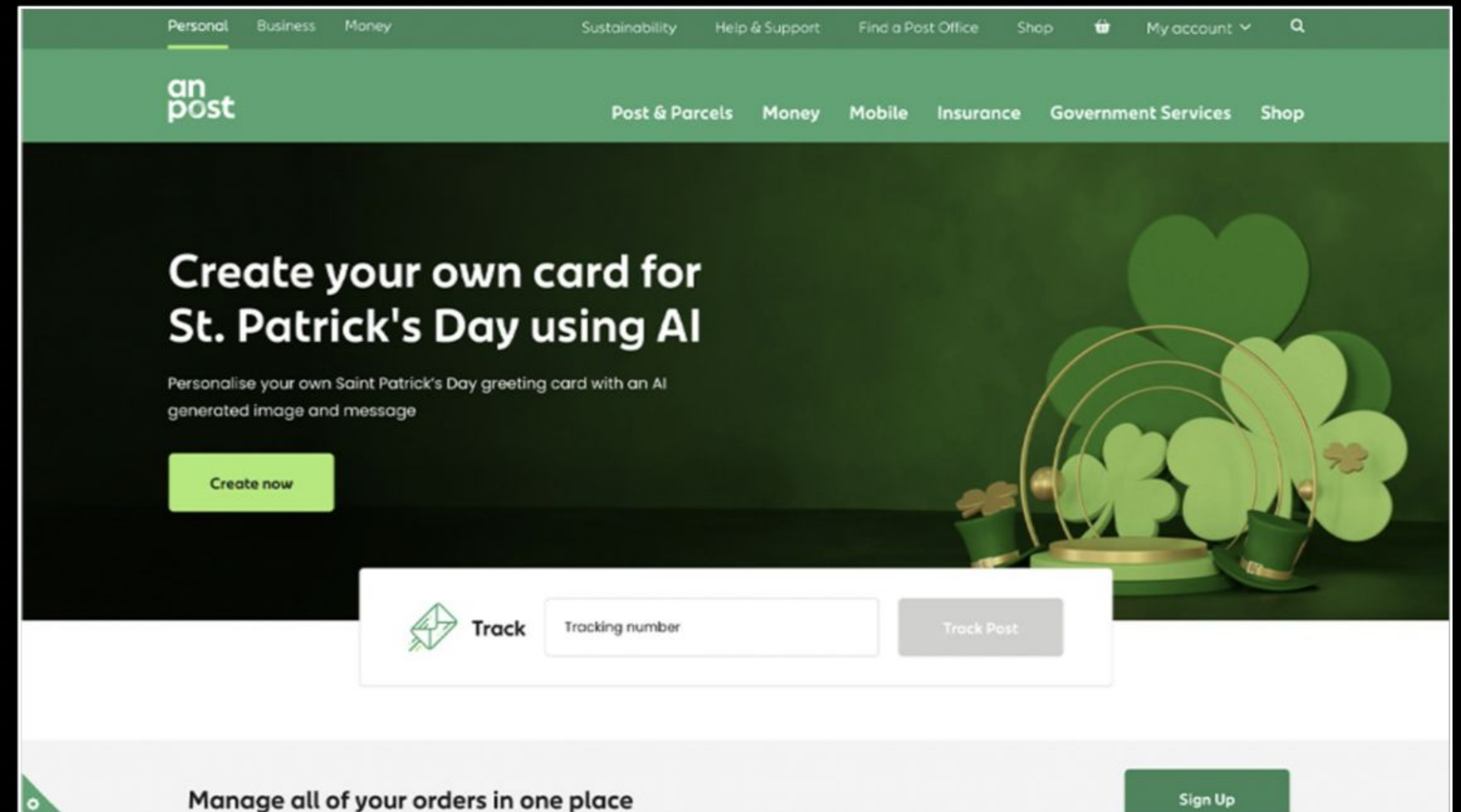
In late 2022, we worked with An Post to launch the world's first digital stamp with notification. In 2023, we upgraded the capabilities to include international mail, one month ahead of schedule.

In 2023 we worked with An Post to change and update it to include the international market one month ahead of schedule.



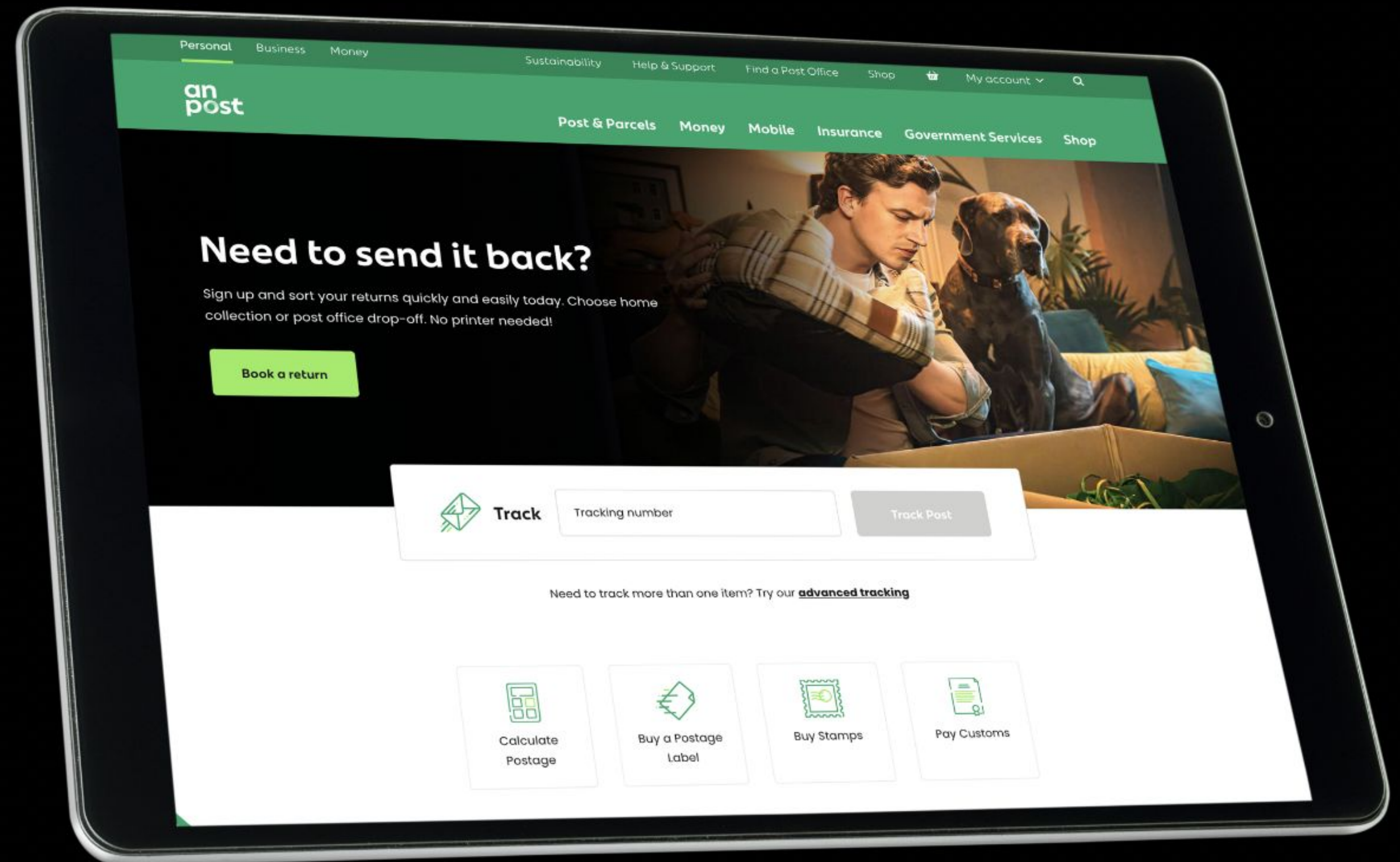
# An Post AI Card Generator

Designed and developed by All human, An Post and leveraging Microsoft Azure OpenAI technology the card means that everyone can create something distinctly personal for sharing the joy of St Patrick's Day.



# Kentico Site of the Month, March 2024

“An Post, Ireland’s national postal service, has embarked on a significant migration to Kentico. This major digital revamp not only modernises the service but also enhances customer experience with stunning animations and features. Key to its success has been the stage-wise migration, a testament to Kentico’s flexibility”





# Fáilte Ireland

We work with Fáilte Ireland, Ireland's National Tourism Development Authority on DiscoverIreland.ie



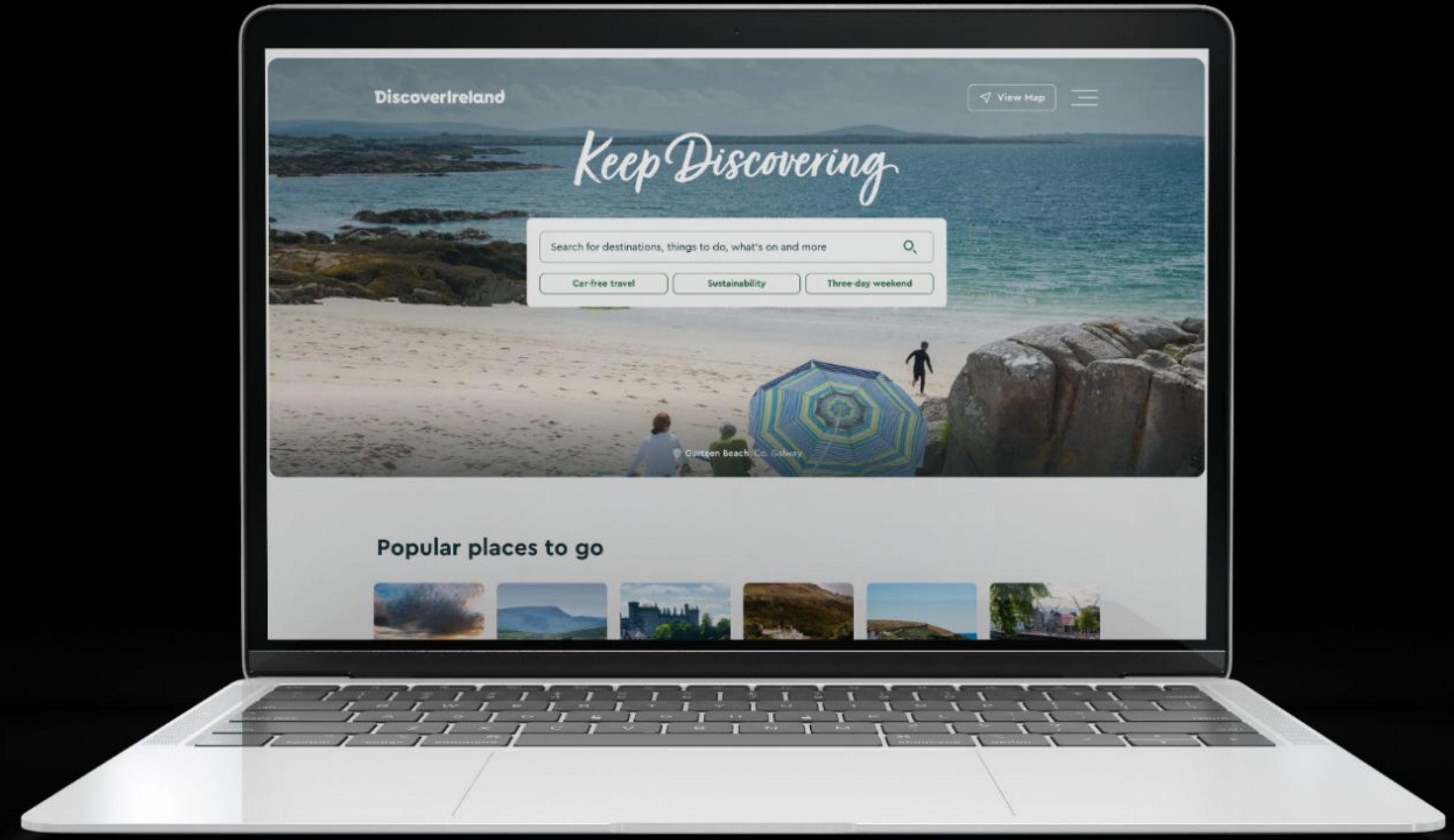
- B2C Website of the Year
- Travel & Leisure Website of the Year



- Best Website winner '22



- 2022 Winner of Gold and People's Choice Lovie Awards

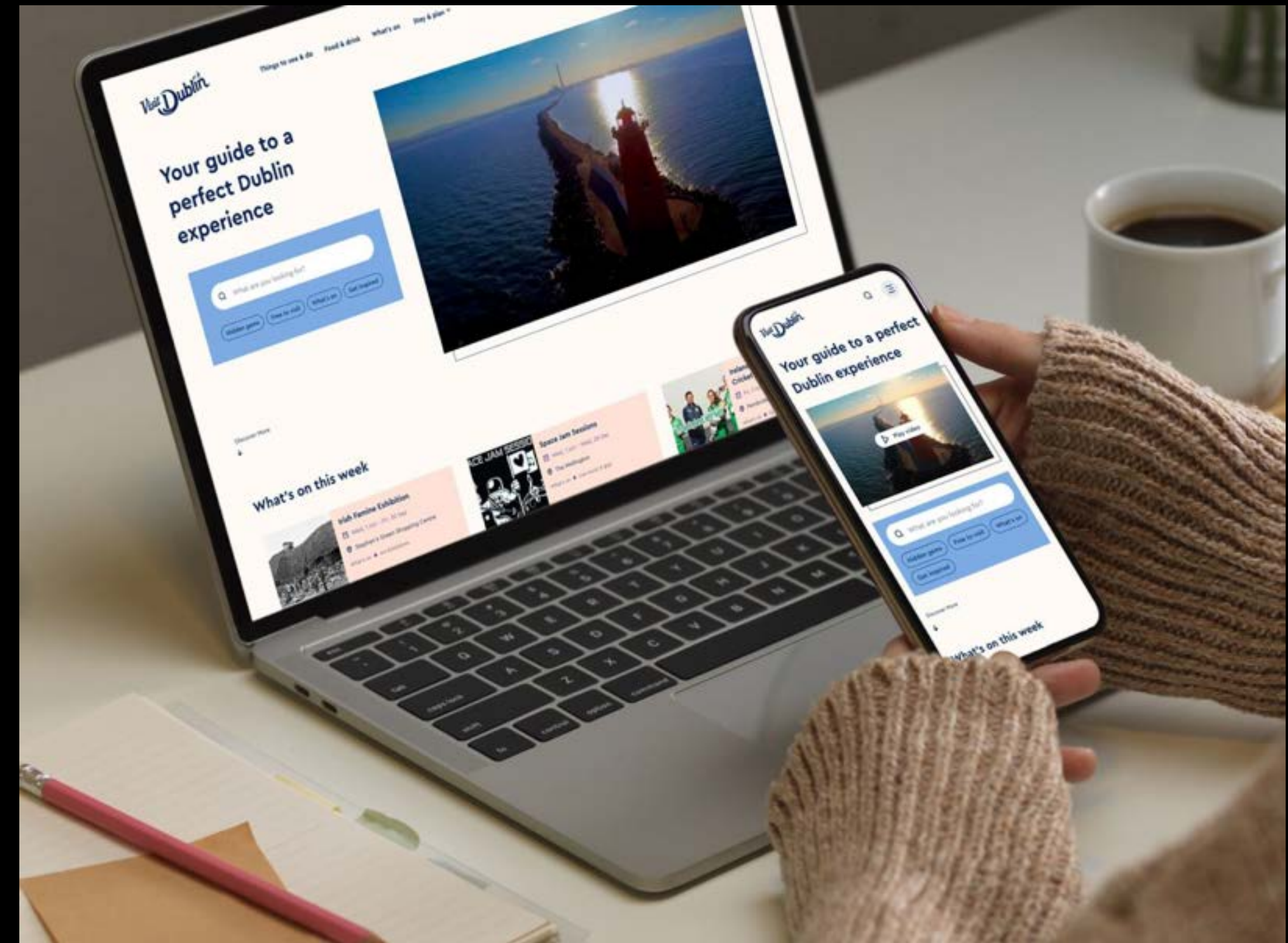


**“ Fáilte Ireland is delighted to have All human as partners on the transformation of discoverireland.ie, a ‘go to’ site for the domestic holidaymaker. All human’s people, processes, quality of digital output, as well as their collaboration is highly commendable.”**

**Claire Cadogan, Head of Digital Marketing, Fáilte Ireland**

# Fáilte Ireland

And [visitdublin.com](http://visitdublin.com)



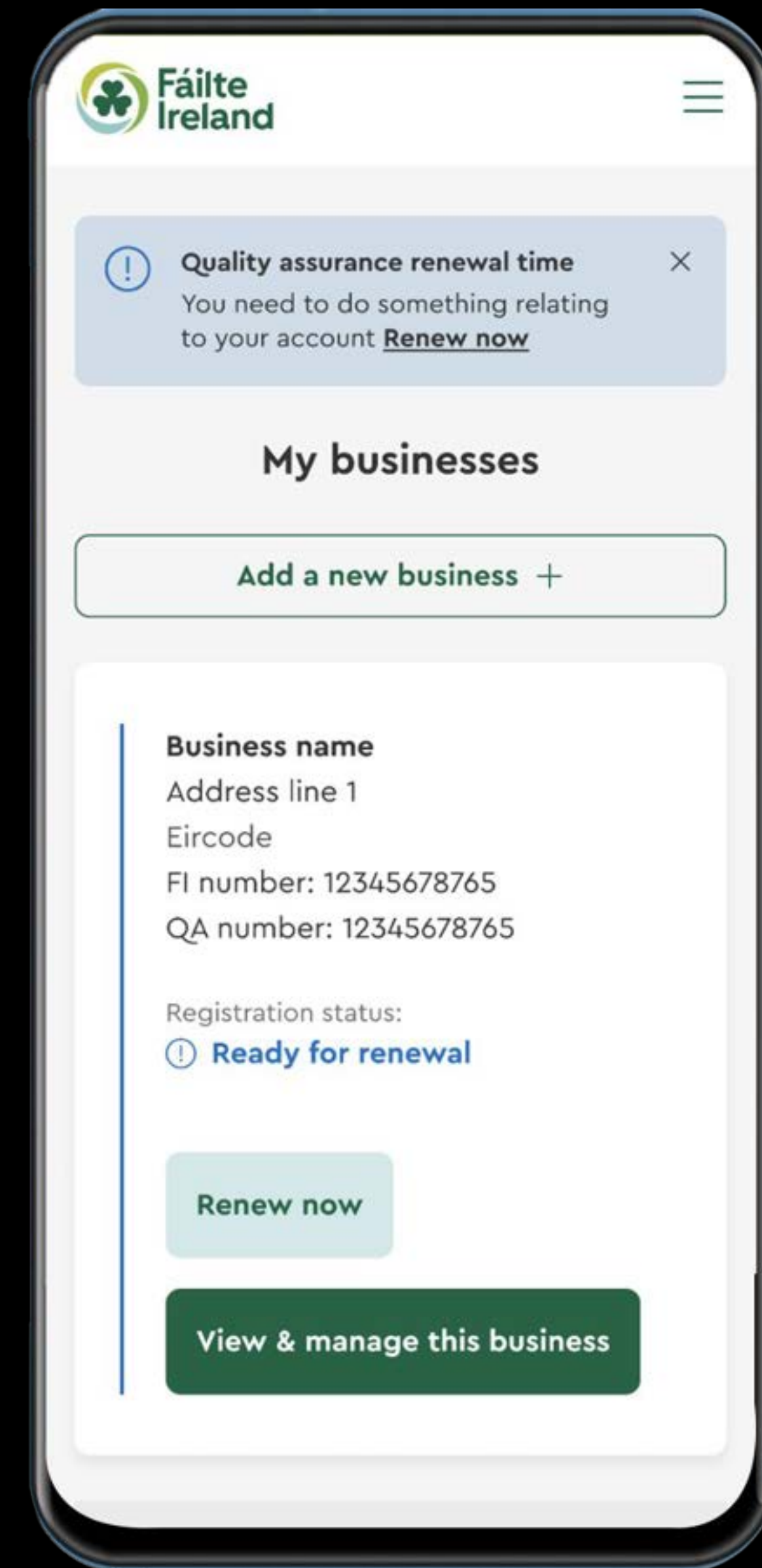
**“We’ve continuously experimented and optimised the site, ensuring that the user flows through the site, giving the most frictionless vision for the user, and bringing referrals to our tourism business partners.”**

Kathrin Chambers, Digital Marketing Manager, Fáilte  
Ireland

# Fáilte Ireland Trade Portal

The Fáilte Ireland Trade Portal focuses on customer self-service and eCommerce type transactions (e.g., event registration and payments, grant applications, quality assurance self-assessments).

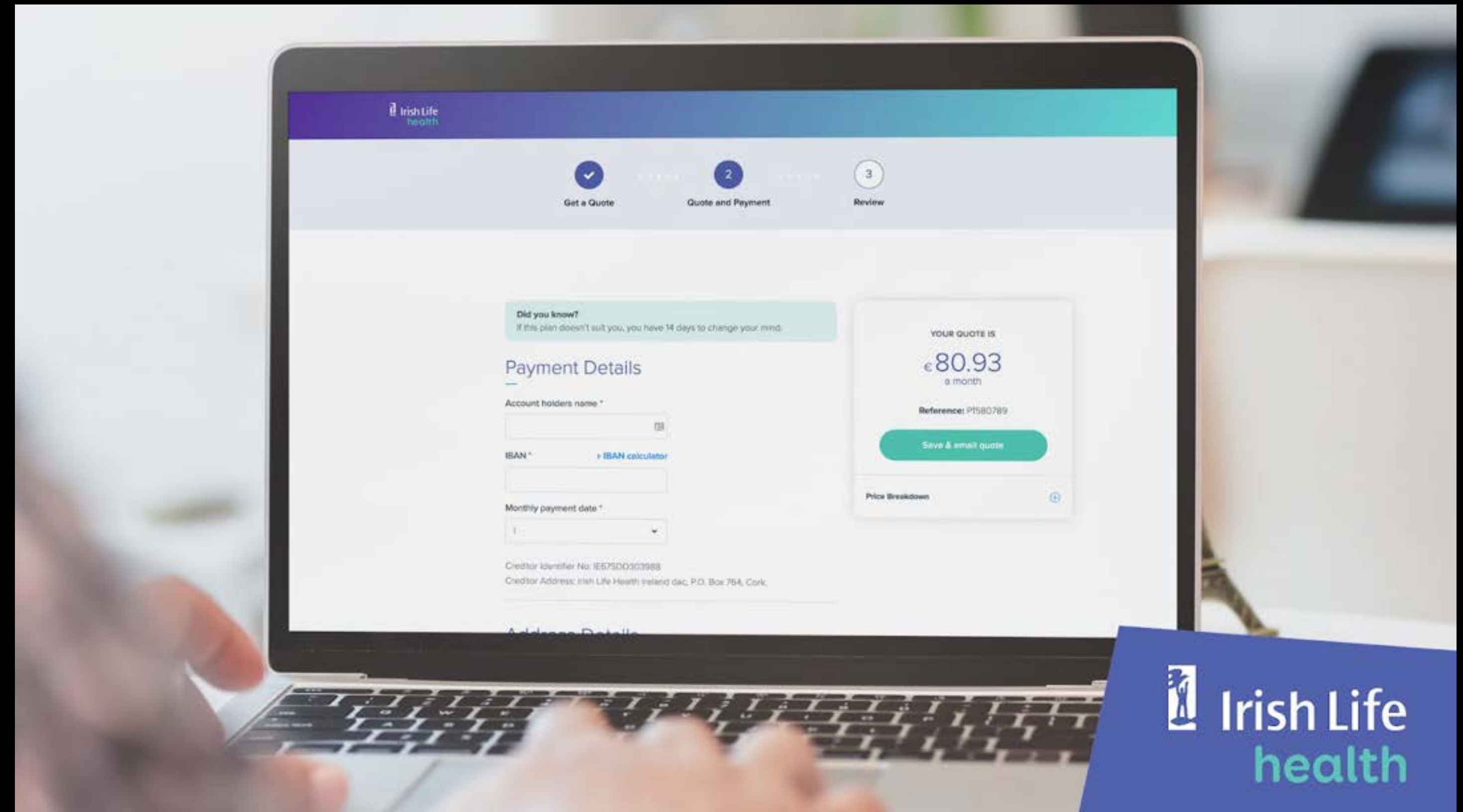
The Fáilte Ireland trade portal, which includes 'short-term lets' functionality as a key part of the government regulation of Airbnb lettings in Ireland.



# Irish Life Health (ILH)

ILH is a leading provider of health insurance plans.

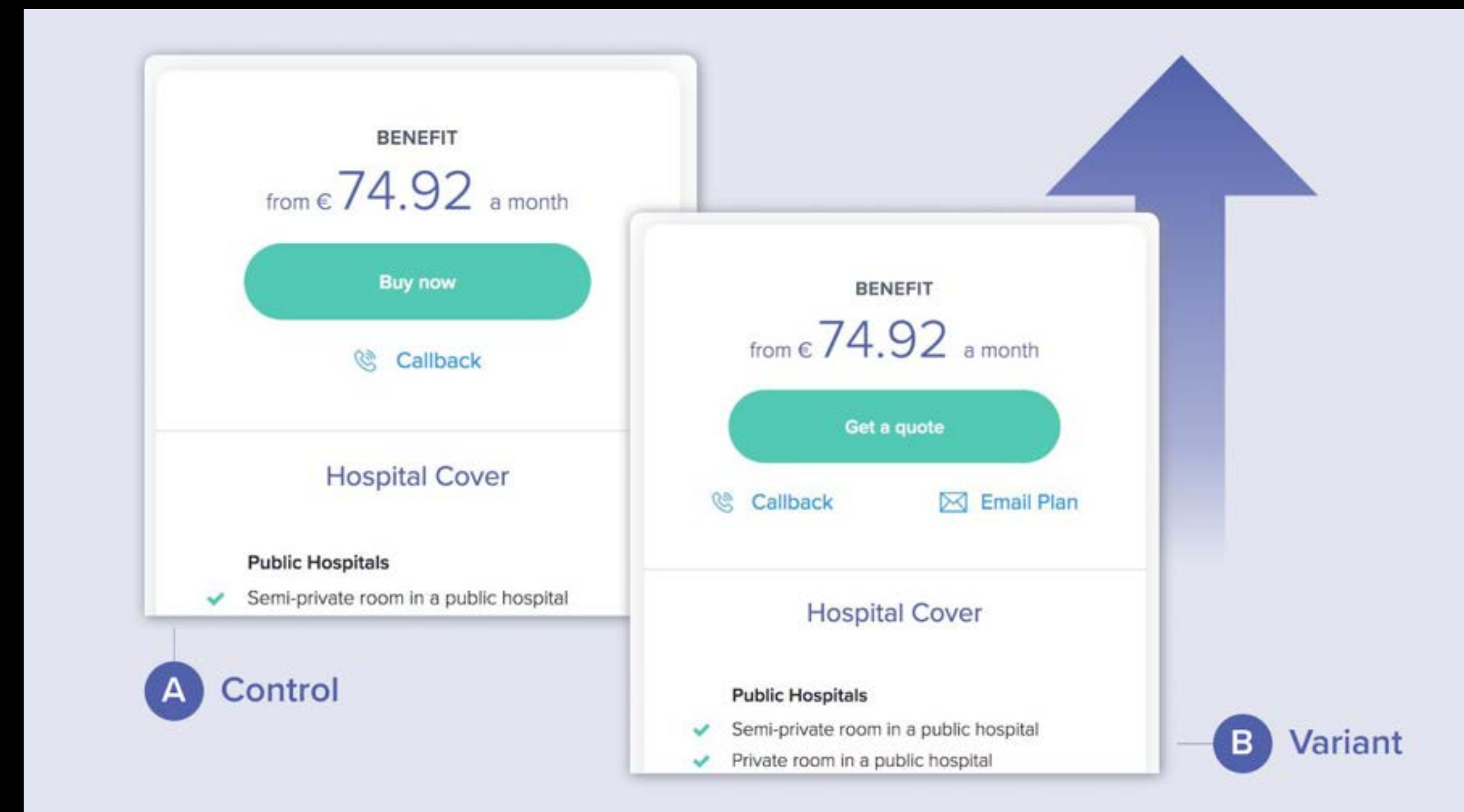
Increasing conversions is one of the major goals of the ILH website.



# Irish Life Health

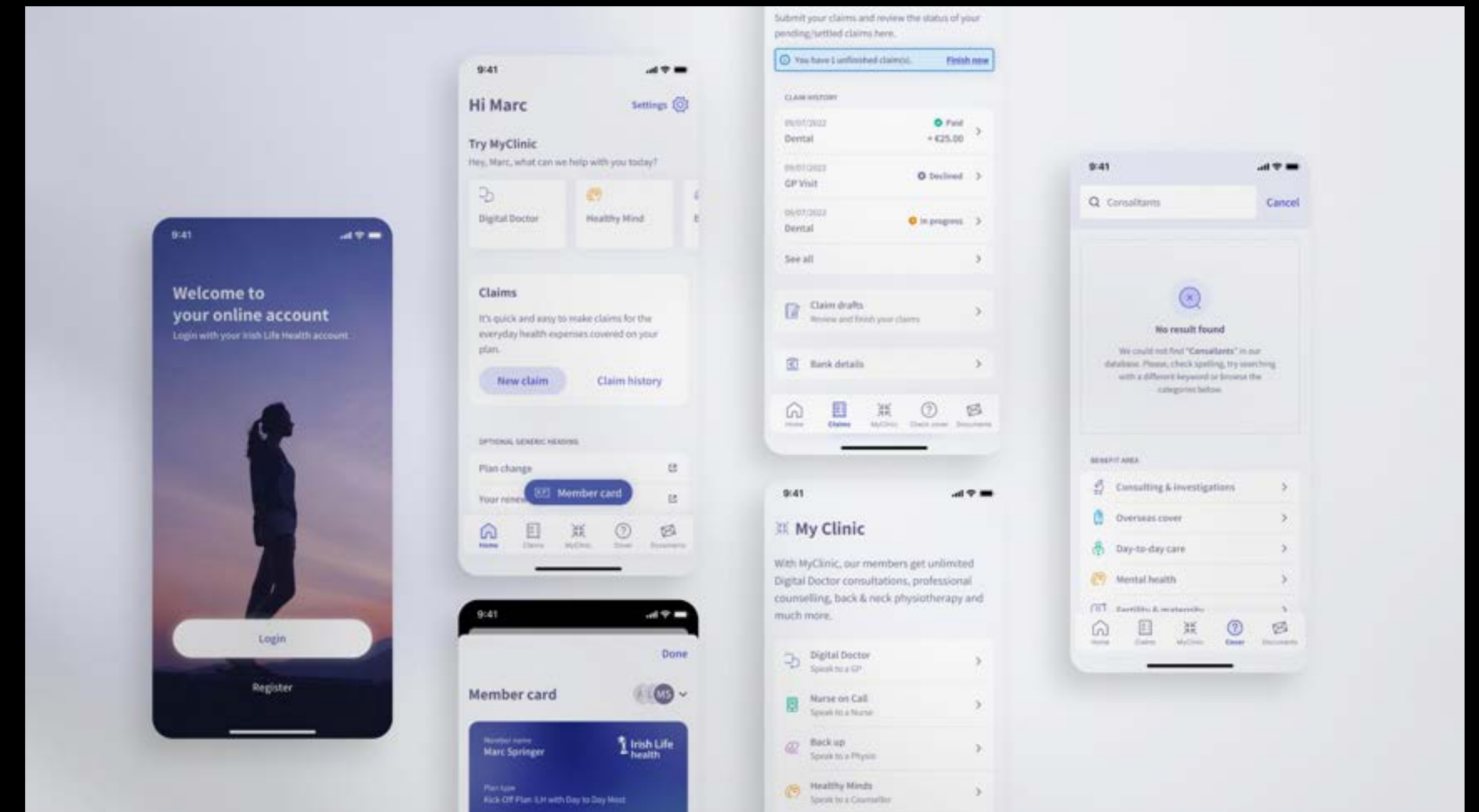
Our dedicated CRO team use AB testing to drive digital performance for our customers.

Offering discounts and other promotions to increase the likelihood of a purchase.



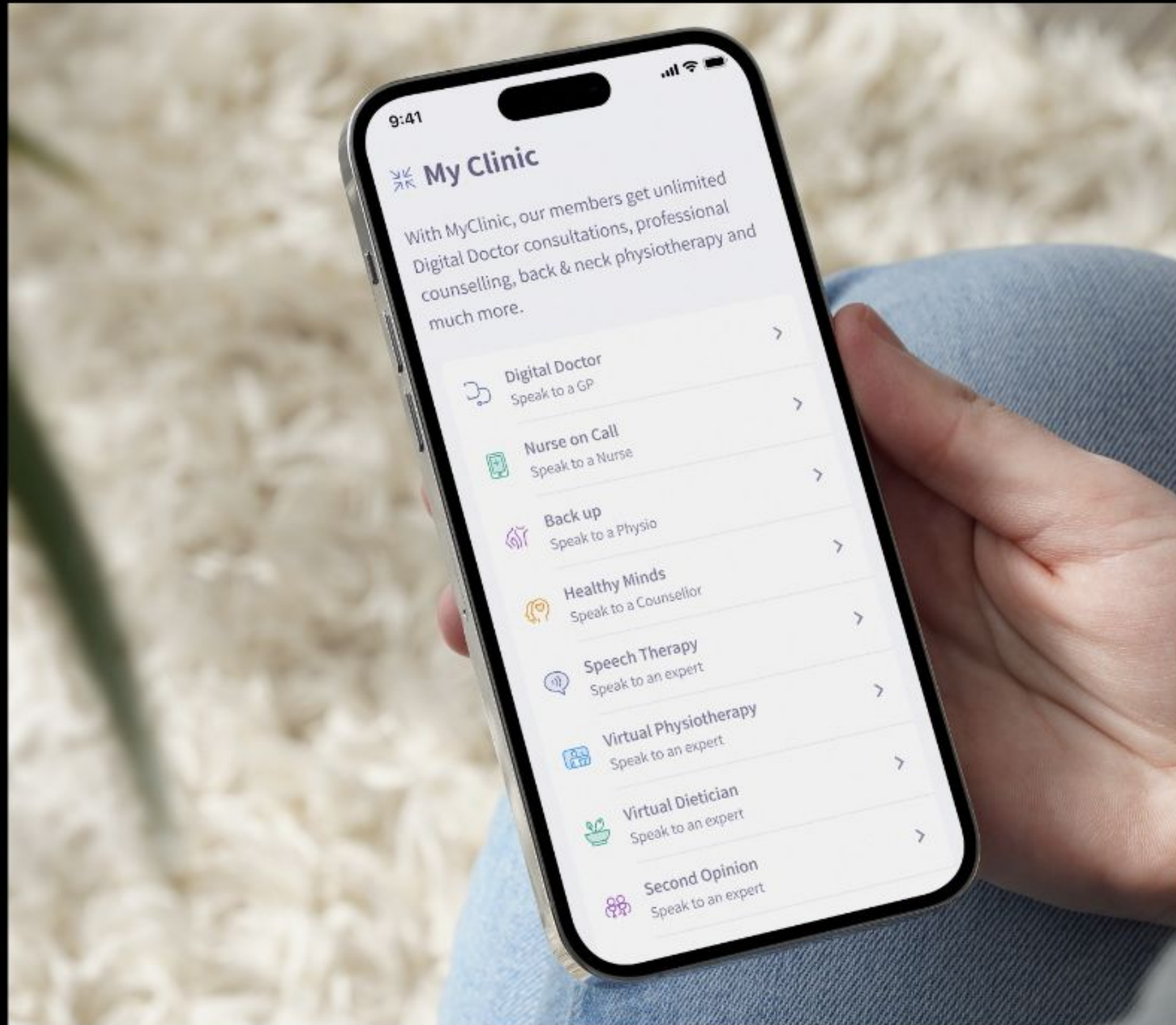
# Irish Life App

Improving the customer UX with a relaunch of the Irish Life Health App in 2023

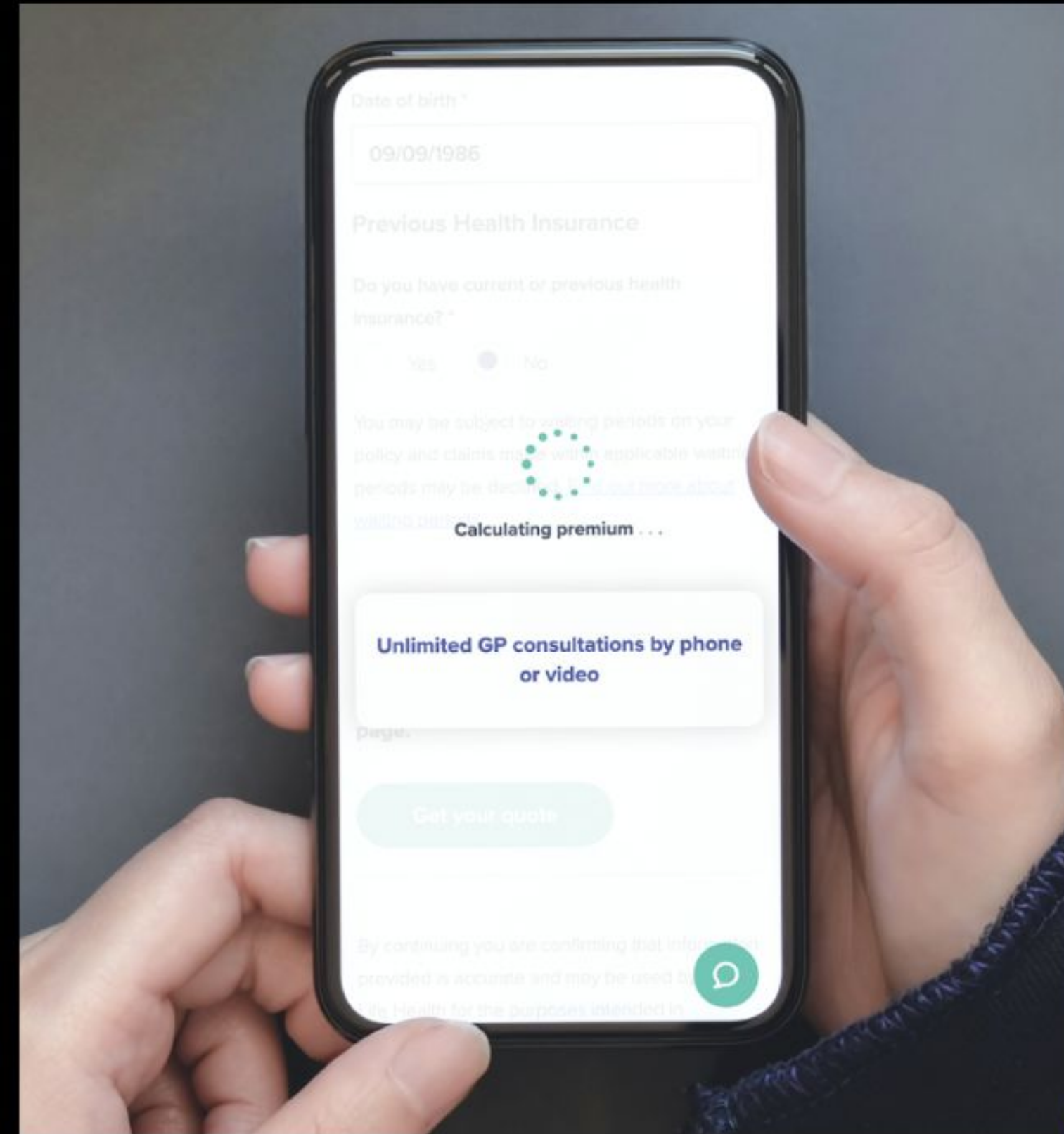




# Irish Life App



Increasing personalisation



Striving to make using ILH services easier than ever

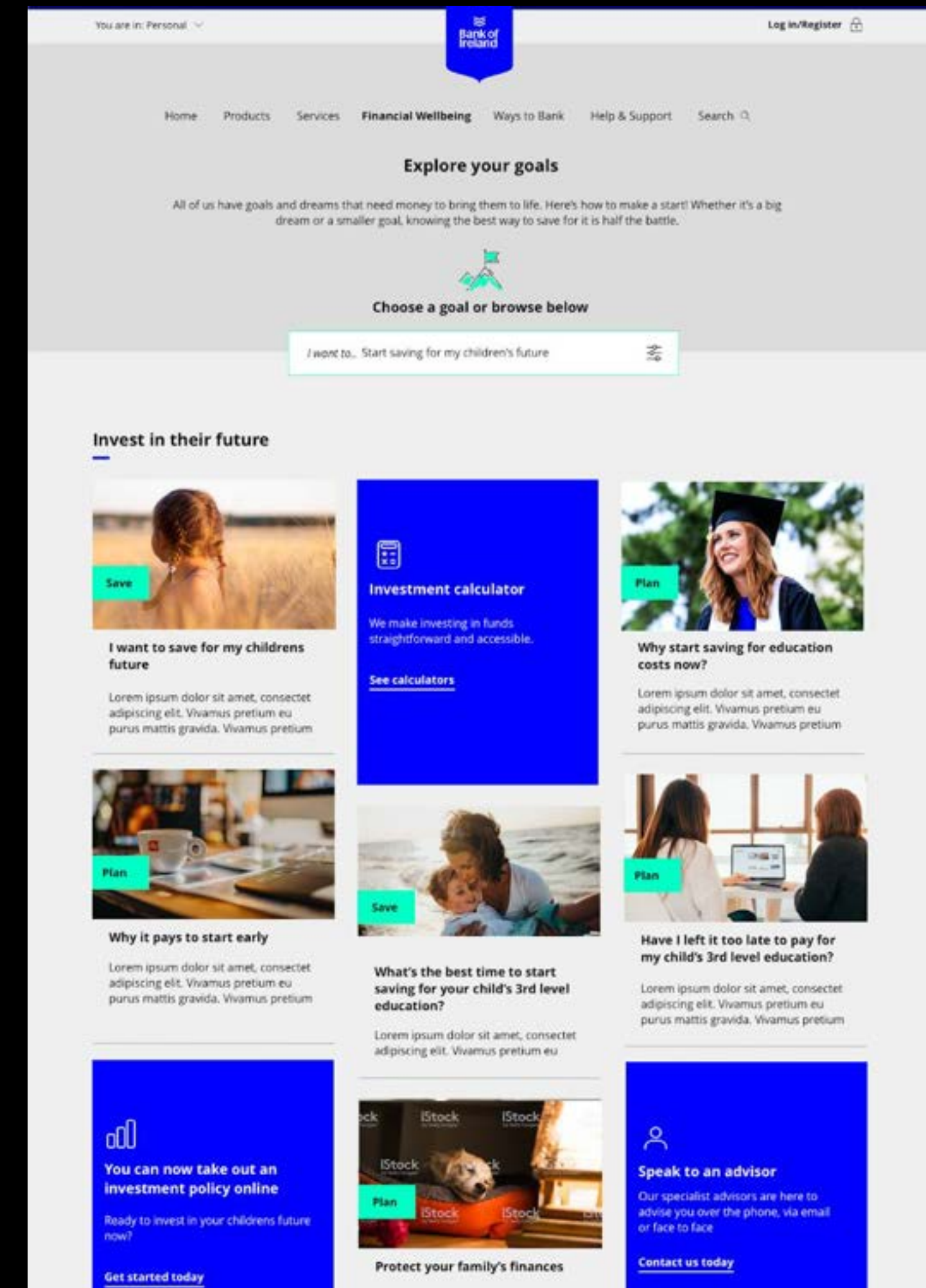
**“Irish Life Health has enjoyed significant online growth over the last few years, coinciding with our All human partnership. Together, we are utilising data-led AB tests, a roadmap of continuous development and a conversion-focused strategy, improving our sales journey greatly.”**

**Richard Dunne, Digital Marketing Manager, Irish Life Health**

# Bank of Ireland

We are a digital partner to Ireland's biggest bank. Our role is to support the bank as it transforms its digital products with consulting, research, experience design and optimisation services.

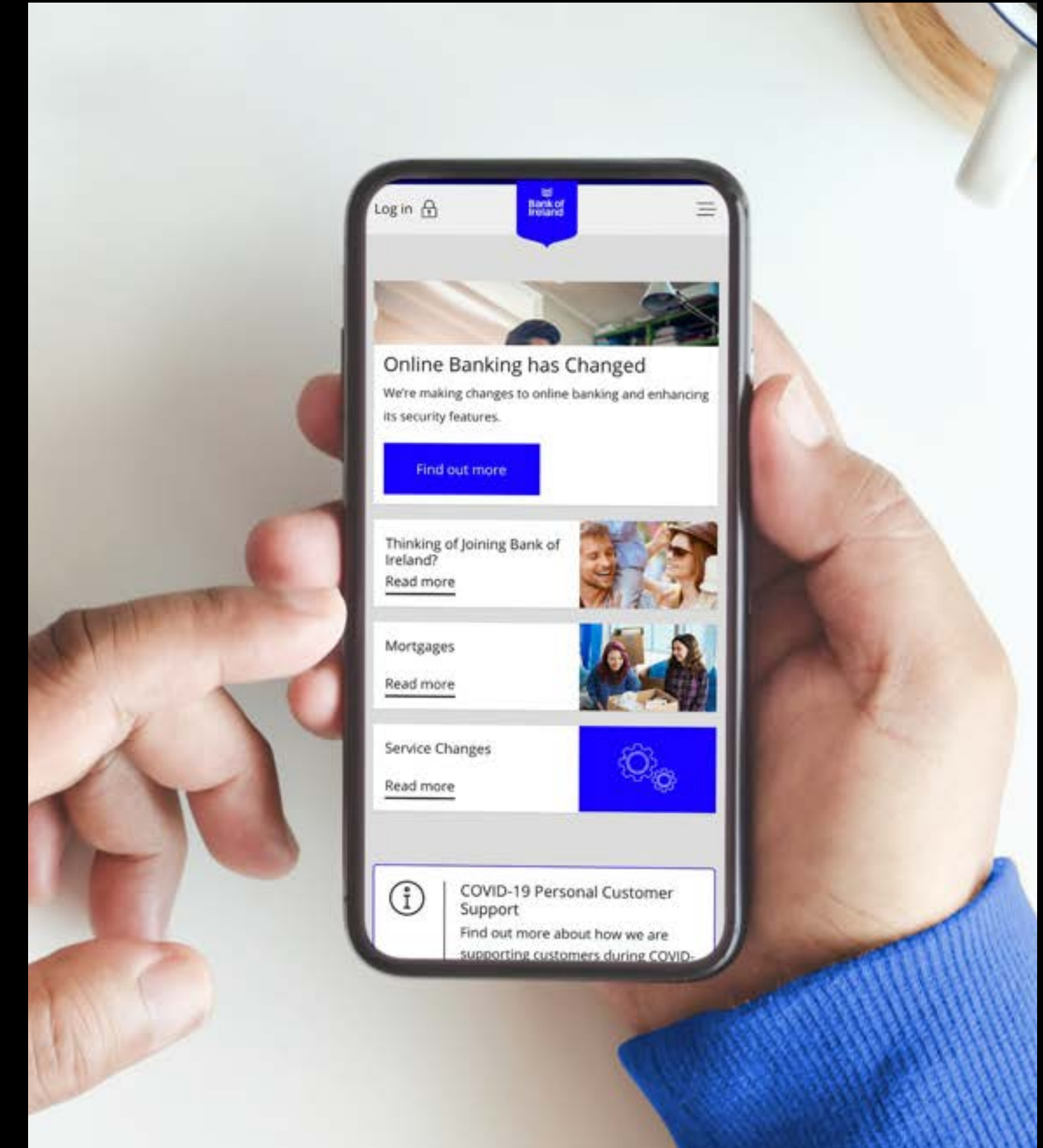
All human has worked closely with Bank of Ireland on various projects and initiatives, including PSD2, BOI's Life Moments, Financial Wellness, core banking system and numerous marketing projects.



# Bank of Ireland

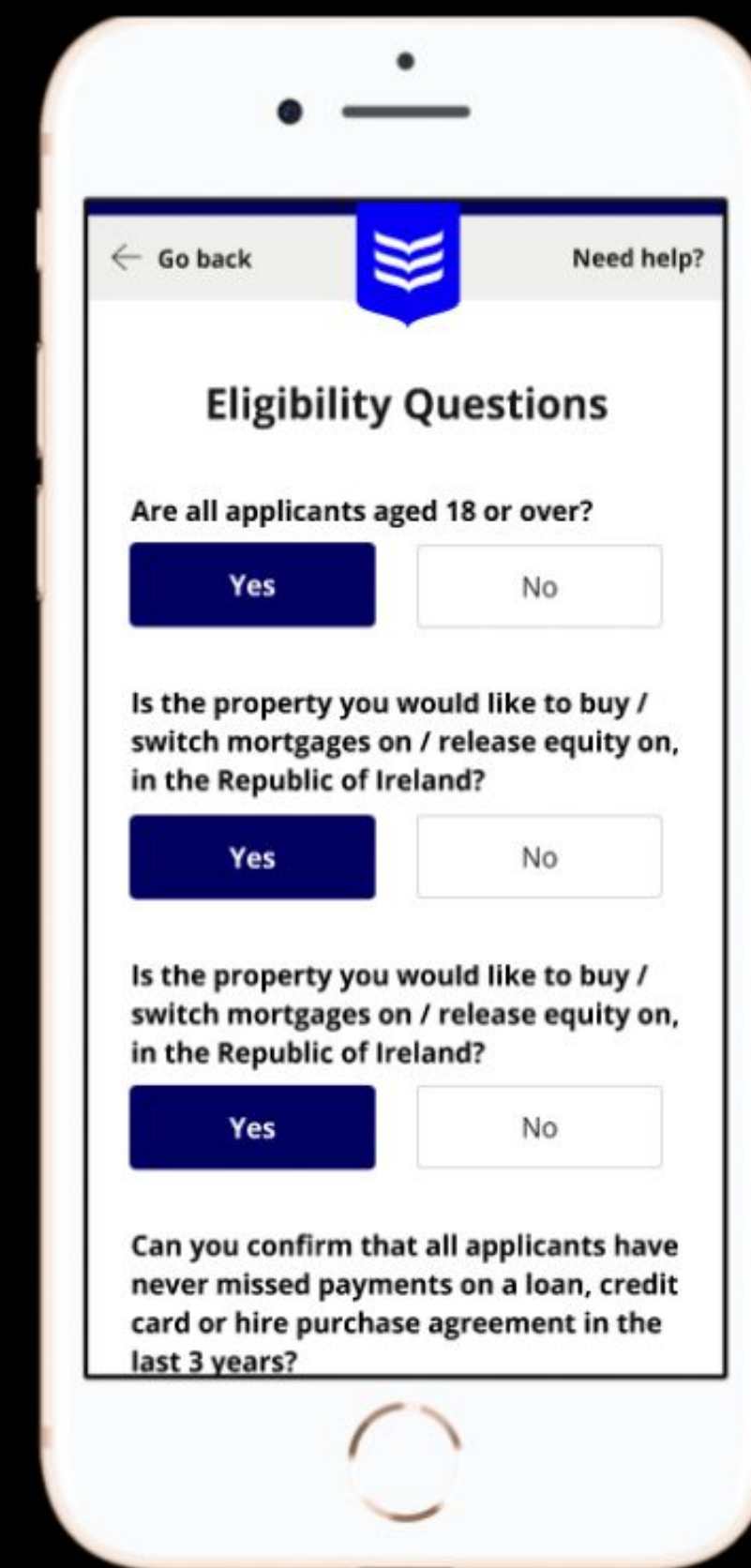
These projects have allowed us real insights into the challenges and opportunities the company faces especially leveraging existing technologies whilst striving to be a digital-first bank.

Currently we are supporting a new sustainable green mortgage experience and new areas relating to motor finance & optimising home insurance journeys.

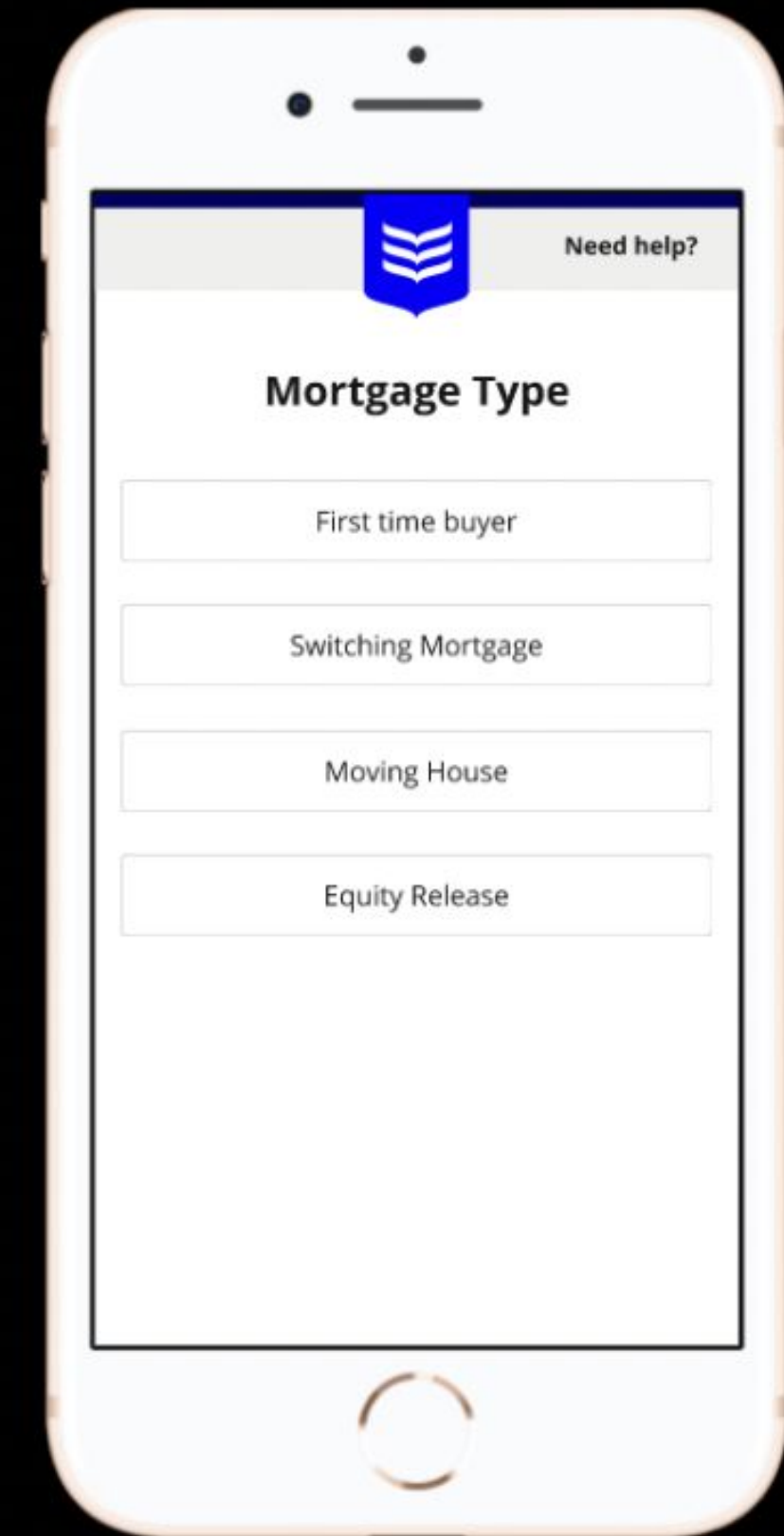


# New designs to make the UX easier

An example of the steps in the new customer journey for BOI mortgage applicants.



The smartphone screen displays the 'Eligibility Questions' section. At the top, there is a navigation bar with a back arrow labeled 'Go back', a blue shield logo, and a 'Need help?' link. The main content area contains three questions, each with 'Yes' and 'No' buttons. The first question is 'Are all applicants aged 18 or over?'. The second and third questions are 'Is the property you would like to buy / switch mortgages on / release equity on, in the Republic of Ireland?'. The 'Yes' buttons are highlighted in blue. Below the questions is a text input field for the final question: 'Can you confirm that all applicants have never missed payments on a loan, credit card or hire purchase agreement in the last 3 years?'.



The smartphone screen displays the 'Mortgage Type' selection screen. At the top, there is a navigation bar with a blue shield logo and a 'Need help?' link. The main content area features four large, light blue buttons stacked vertically, labeled 'First time buyer', 'Switching Mortgage', 'Moving House', and 'Equity Release'.

# EcoSaver Mortgage

BOI sought to reposition itself in the market as part of a larger sustainability initiative. As its digital partner, we are helping to shape and execute this strategy. We designed the multifaceted customer journey for the new EcoSaver Mortgage.

**The new EcoSaver Mortgage**

Better BER.  
Better interest rate.  
Better Financial Wellbeing.

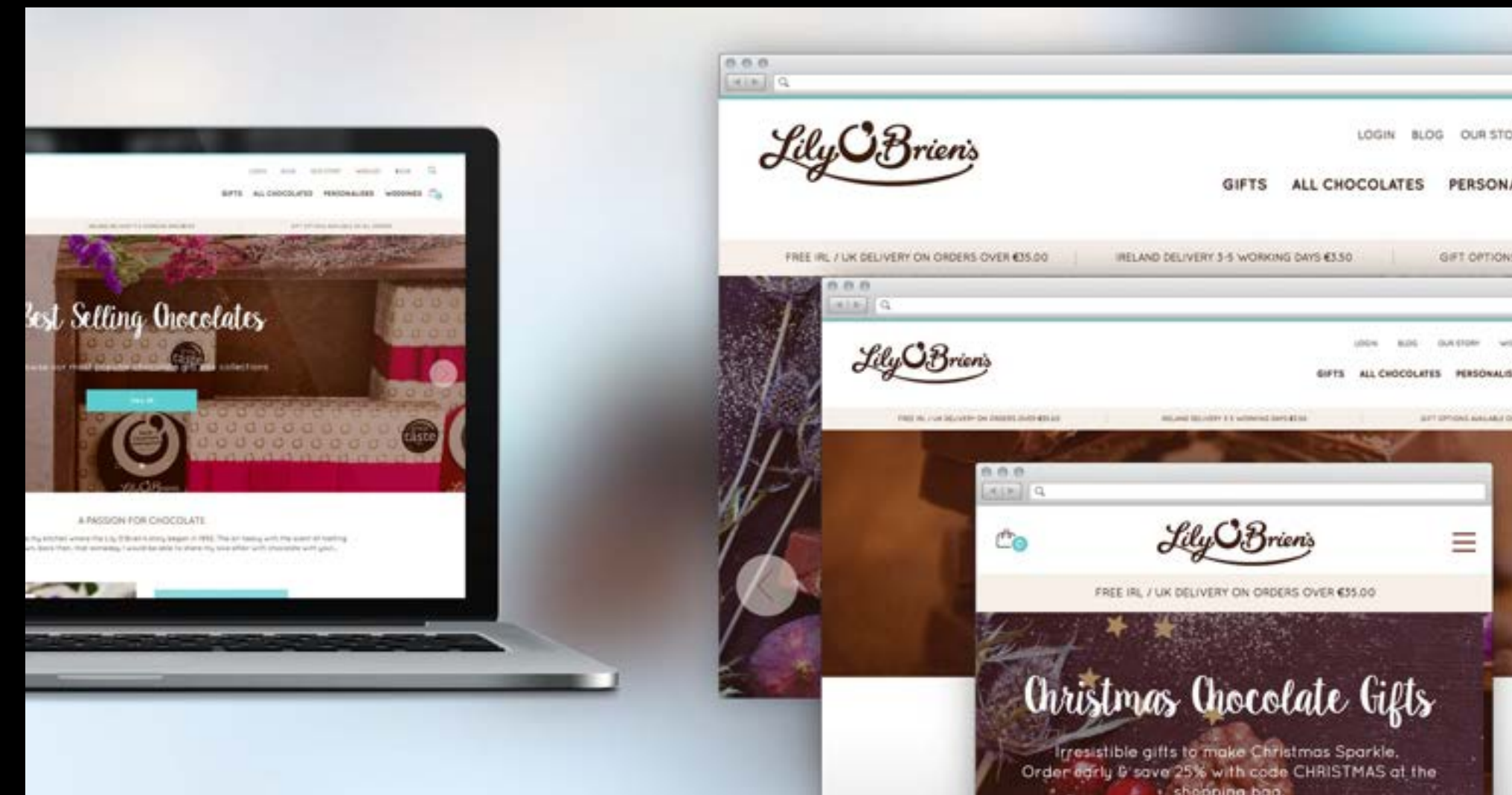
**“We have worked together as a team and with our partners, including All human, to make the online experience with The EcoSaver Mortgage intuitive and clear-cut, so our customers can benefit from reduced mortgage rates, improved energy efficiency and better financial wellbeing”.**

**Laura Lynch, Chief Marketing Officer, Bank of Ireland**

# Lily O'Briens

We have worked closely with global chocolate brand to grow sales internationally through an all new customer-centric digital sales channel - [lilyobriens.com](http://lilyobriens.com)

We delved deep into the analytics and customer feedback and identified site and brand specific opportunities and insights to enhance the performance of the future site.





# Lily O'Briens

Our design team explored concepts, testing prototype solutions with real users before moving into design implementation.

Post-launch we moved seamlessly into a CRO process that has been consistently optimising the user experience and our insight-driven enhancements have not only increased sales but also the average purchase value.

***"All human has worked with Lily O'Brien's since 2016 on growing revenue via our e-commerce channel. The team has a strong focus on conversion and revenue generation with a customer-centric approach. Their practical, data-driven, ideas for A/B testing and CRO have resulted in extremely positive ongoing year-on-year growth for Lily O'Brien's via our digital channel."***

Jessica Morris, Web Sales Manager, Lily O'Brien's

**“All human has worked with Lily O’Brien’s since 2016 on growing revenue via our e-commerce channel. The team has a strong focus on conversion and revenue generation with a customer-centric approach. Their practical, data-driven, ideas for A/B testing and CRO have resulted in extremely positive ongoing year-on-year growth for Lily O’Brien’s via our digital channel.**

**Jessica Morris, Web Sales Manager, Lily O’Brien’s**

# Bord Bia

## Bloom 2023

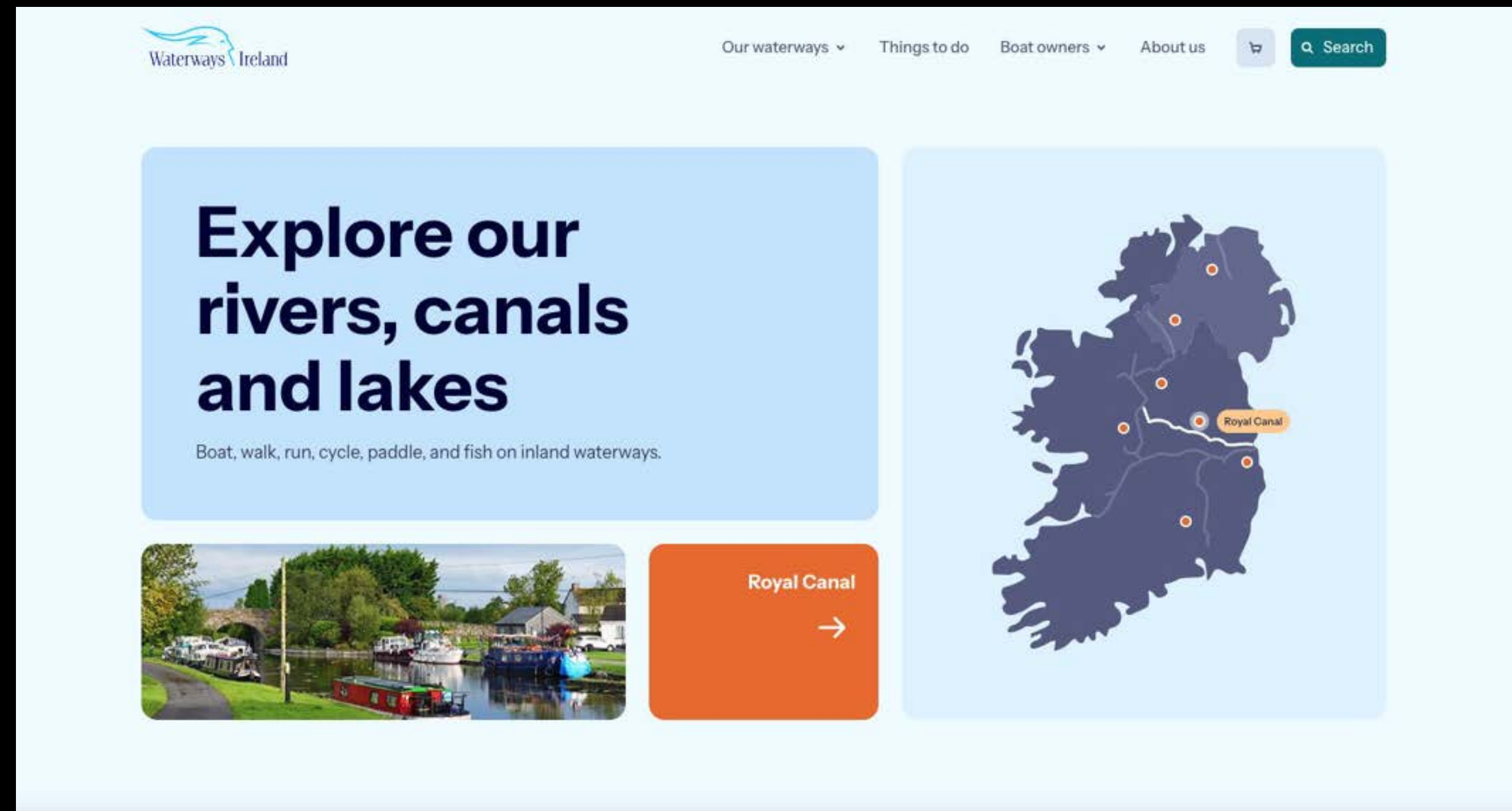
We have worked with Bord Bia - The Irish Food Board to reimagine bordbiabloom.com.

We added new features and functions, making planning your perfect Bloom easier than ever.



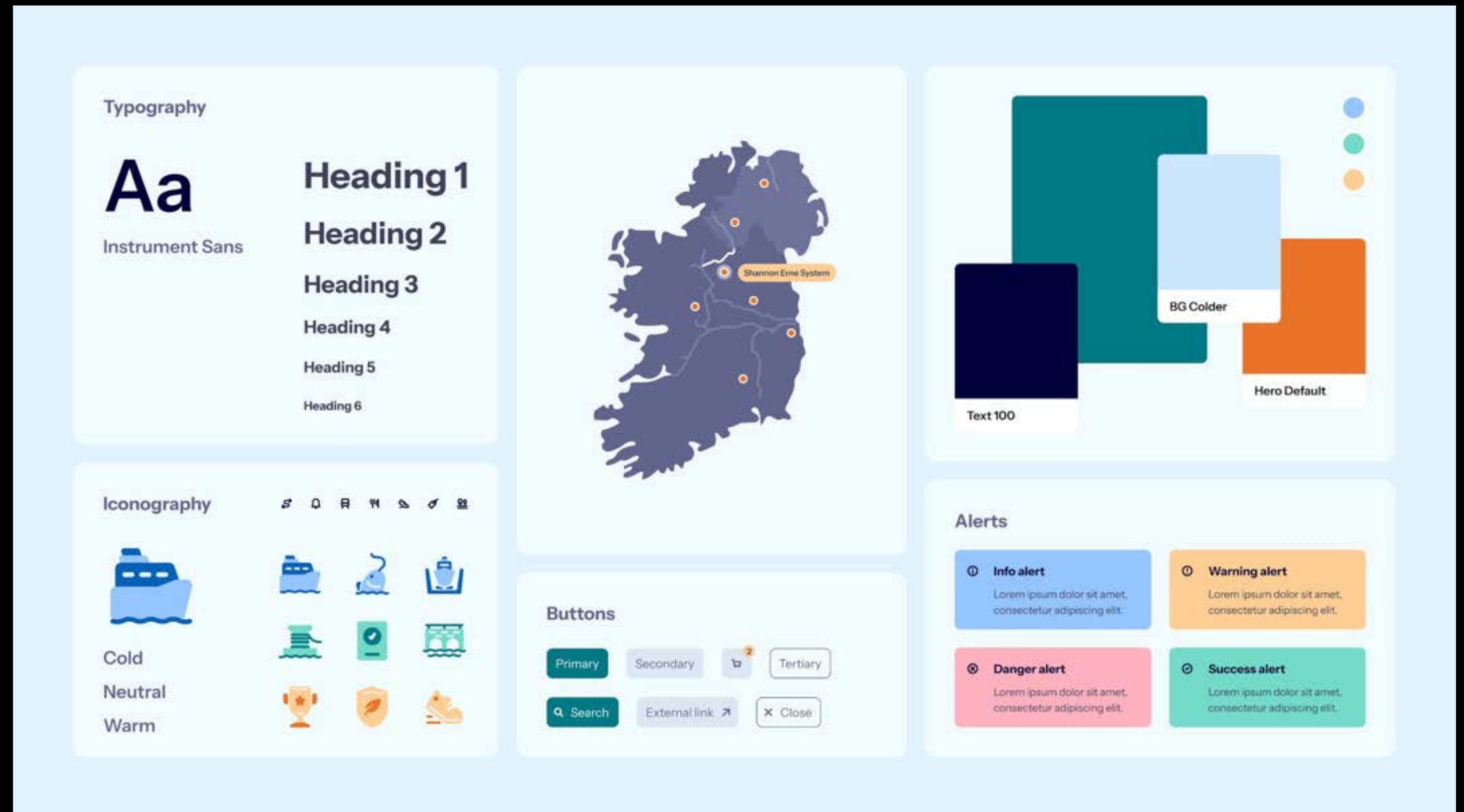
# Waterways Ireland (WI)

We completely redesigned the WI digital experience.  
The new site was launched June 2024



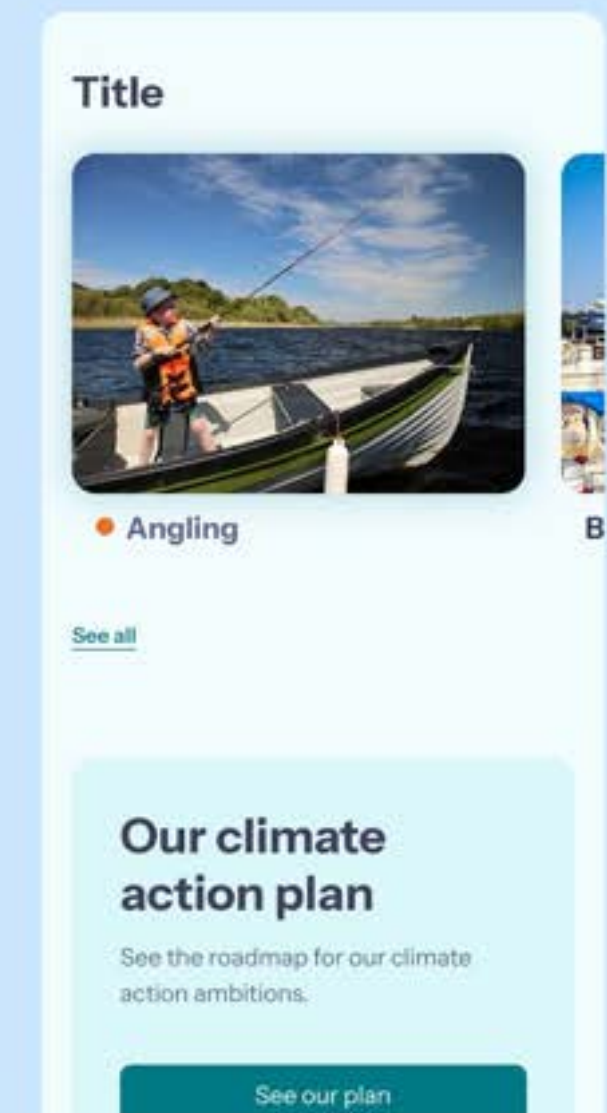
# Waterways Ireland (WI)

We introduced a new visual identity including a new colour palette, new iconography and typography.



# Waterways Ireland (WI)

We focused on creating an easy to use and follow site that meets the needs of a diverse audience.



# **All human**

**Creating digital experiences that people love.**