Customer Q&A.

A conversation with Reason Digital.

WP engine®

Reason Digital

Industry
Digital Agency

Site
https://reasondigital.com

About
• Founded in 2008
• Located in Manchester

Reason Digital is a digital agency committed to using thieir digital expertise for social good. Since 2008, the agency based in Manchester has been working with charities, social enterprises and companies to fight issues such as violent crime, drug and alcohol addiction, the food poverty crisis, and diseases that define our times – HIV/AIDS, dementia and diabetes.

We sat down with Rajesh Joshi, Head of Client Services for Reason Digital to hear more about how WordPress and WP Engine help them to do business on a daily basis.

Can you provide a brief background of Reason Digital?

We were founded in 2008. Today, we are a team of 45 people headquartered in Manchester. We work with a variety of CMSs, but mostly WordPress, to help nonprofits and charity organizations achieve their goals through digital.

Can you tell us more about the types of digital projects you work on?

At Reason Digital we only work on digital projects that will better society and we believe technology is one of the key means to providing support for vulnerable people. The types of projects we work on range significantly which makes our job pretty interesting. We've worked on tackling loneliness in older people through an online and telephone befriending service, protecting the lives of sex workers with an app, to reducing the stigma of HIV through website redesign and online service delivery. Regardless of the project or the technology used, we aim to listen to and learn from the people we're aiming to help. It's important for us to understand their real-life needs rather than creating assumptions.

Why WordPress?

WordPress is often the right fit for a client's needs. With our clients being nonprofit and charity organisations, cost is a really important factor. The fact that we can use WordPress without licensing fees really helps. Also, WordPress is a very commonly used platform. A lot of clients have been exposed to it before and they feel confident when using WordPress as a solution.

Also, because WordPress is so widely used and widely supported, they aren't locked into using us [Reason Digital] as their only provider.

Finally, the large ecosystem and community around WordPress is a huge asset for us. We don't always have to reinvent the wheel when it comes to writing custom code or custom integrations. We can take previously created solutions and refine them for our clients as needed.

We've been building with WordPress for nearly 10 years and have been able to do some advanced things with ACF (Advanced Content Fields) to allow users to build really attractive page layouts without having to pay for separate templates. It's very appealing to clients; they get a cost-effective, beautiful site without being limited by the standard WYSIWYG editors.

When did you start working with WP Engine?

We started working with WP Engine in 2015. We started with 10 sites on the platform but grew to a dedicated solution. Now, all our WordPress clients are on one platform.

What are some of your favourite WP Engine features?

The customer service from WP Engine is really helpful and knowledgeable. It gives us confidence and peace of mind about any issues we have. All issues are handled in a quick and reasonable timeframe by talented people.

The technology platform itself is also extraordinary. The dashboard is very easy to use, we can create back ups and installs easily and the platform itself is very fast. The speed allows us to offer our clients an edge over competitors.

For a social enterprise based out of Manchester, it's really important that we are able to rely on our technology partners to give us a great experience so that we, in turn, are able to deliver a great experience to our customers.

WP Engine fast facts.

Founded in 2010 | 80K+ Customers in 136 Countries | Supporting 500K+ WordPress Domains
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365