

RCI launches new member website with PenQuin's design

Issued by [Penquin](#) 26 Apr 2010

RCI has been at the forefront of the timeshare exchange industry for 35 years and to make exchanging holidays for its members quicker, easier, and safer, RCI recently launched a new website, featuring design by Penquin.



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The company required a fresh new website platform for its users that was both extremely user friendly and catered for its member base. The new website aimed for members to enjoy their RCI membership benefits online.

"RCI members are revelling in the fact that they have a platform that is a more complete solution when planning and booking a holiday. RCI is extremely pleased with the end result of its new website," says Maria Vieira, Marketing Director Group R Africa. "In developing RCI's website, we looked for an interactive creative partner that could understand our business and apply creative to meet ease of use for our members. PenQuin delivers on that."

The new website is aesthetically enticing, comprising bright designs, detailed pictures and crisp, clean colours. This is combined with easy to use functionality and live searches, ensuring that users get the most of all RCI has to offer. In a nutshell, the new site offers users a more enjoyable experience from the moment they start browsing, right up until they leave to start that getaway.

The ability of the agency to work closely with RCI's technical team, accompanied with outstanding creative in design, and marrying these two elements together when testing the site with RCI current members, has allowed the successful launch of www.rci.co.za.

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