

client: western union

content type: product detail page

- objective:**
- reduce word count and add bullets and breaks for easier scannability
 - break links out of paragraph copy and apply color treatment to increase visibility
 - limit paragraphs to no more than three lines of text
 - improve conversational tone
 - reaffirm brand attributes: dependability, choice, helpfulness, security
 - condense related questions and concepts
 - cut page scroll in half

BEFORE:	AFTER:
<p>Western Union Consumer Services</p> <p>When you need to send money, and you've got to do it fast, turn to the convenience of the Western Union Money Transfer service (based on approval and subject to the hours of operation of the receiving Agent location). No matter which money transfer service you choose, you'll find them all reliable and easy - providing both you and the reciver with peace of mind.</p> <p>Online services</p> <p>Send Money in Minutes* to an Agent location, or, with our Direct to Bank* service, send money to your receiver's qualifying bank account.</p> <p>Agent locations</p> <p>Use cash and send money at more than 245,000 Western Union Agent locations in over 200 countries around the world. Agent locations offer the Money in Minutes and Direct to Bank money transfer services. With representation this far reaching, there is sure to be a convenient <u>Agent location</u> near you.</p> <p>Telephone</p> <p>Using our 1-800-CALL-CASH® number and your credit or debit card, the convenience of sending money is only a phone call away. Our customer service representatives will assist you with all the details and your funds will be on the way quickly.</p> <p>Millions of Western Union Money Transfers are made annually around the world. With all our money transfer options, chances</p>	<p>Send Money with Western Union</p> <p>Whether you need to send money around the corner or around the world, Western Union gets it there. We offer the options you need and the security you can depend on.</p> <p>Send money online</p> <p>Send Money in Minutes* to Agent locations around the world. Or, use Direct to Bank* to send money directly to a qualifying bank account.</p> <ul style="list-style-type: none"> • Send money now • Learn more • View FAQs <p>Send money from an Agent location</p> <p>With over 245,000 Agent locations in over 200 countries, there's sure to be one near you. Just stop in and we'll help get your money where it needs to go.</p> <ul style="list-style-type: none"> • Find an Agent location • Learn more • View FAQs <p>Send money over the phone</p> <p>Your money transfer is just a phone call away! Grab your credit or debit card, call 1-800-CALL-CASH®, and we'll help you do the rest.</p> <ul style="list-style-type: none"> • Learn more

are we've got exactly what you're looking for.

Ready to send a Western Union Money Transfer transaction online?

Use westernunion.com to transfer money to almost anywhere in the world. It's easy. Just follow the step-by-step process and [learn how to send a money transfer online](#). Or, if you're ready, send a money transfer to an [Agent location](#) or [Direct to Bank](#) now.

To learn more about our money transfer services, take a look at our [frequently asked questions](#).

*Some restrictions may apply. View our terms and conditions for [Money in Minutes](#) or [Direct to Bank](#) for complete details.

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