




E-Commerce & Informational Web Dev for PVC Liner Company

PROJECT DETAILS

 E-commerce Development

 Jul. 2015 - Ongoing

 Confidential

“*The team does everything in their power to correct an issue in a timely fashion.*”

PROJECT SUMMARY

WebCitz, LLC has developed two websites for a PVC liner distributor. One is an e-commerce site that they've migrated from Magento to WordPress. The other one is an informational website that they've redesigned.

PROJECT FEEDBACK

The client has received positive feedback from end users for the e-commerce and informational websites. Both sites are easy to navigate and users can easily find the information they need. WebCitz, LLC is attentive to issues, helping the firm resolve them quickly. They're also highly communicative.



The Client

Introduce your business and what you do there.


I'm the marketing manager for a distributor and fabricator of polycarbonate and PVC liner panels for the building and construction market.


The Challenge

What challenge were you trying to address with WebCitz, LLC?

We hired WebCitz to help us with two of our websites. They helped us build our e-commerce website, and they redesigned our informational website. For context, they took over the development of the e-commerce site from another vendor; our relationship with that previous vendor fell through.

 Marketing Manager, Construction Liner Panel Distributor

 Construction

 51-200 Employees

 Green Bay, Wisconsin

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.0

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

For the e-commerce website, WebCitz helped us migrate it from Magento to WordPress. Our goal was to make things easier in terms of quickly making updates. The team also worked behind the scenes to help me when I couldn't do something on the admin panel. They also took care of larger issues that came up.

Meanwhile, for our general informational website, WebCitz used a template. They set up its WordPress theme and its hosting. As we built the site, they were there to answer my questions about it and to provide us with their technical knowledge.

At present, WebCitz continues to help me make quick updates to our products and websites. Our company faces many changes, and implementing such changes quickly helps our sales team.

What is the team composition?

I've worked with David (Owner), Drew (Web Designer), and Jake (Programmer & Account Manager).

How did you come to work with WebCitz, LLC?

I started working with WebCitz when I took over the management of our e-commerce site from another person who left our company. Meanwhile, I was working with another company for the general informational website and enjoyed it. As a result, when I was ready to redesign it, I moved the hosting and redesign tasks over to WebCitz.

What is the status of this engagement?

We've been working with them since July 2015, and the engagement is ongoing.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The redesign of one of the websites has been finished recently, and we've received highly positive feedback. It's easier to navigate, and the product information is more centralized – the site definitely has a more responsive layout.

The same goes for our e-commerce site; we also get plenty of compliments about how easy it is to find everything on it. Overall, our customers like to use the websites. In fact, we've received comments that they go to our website more than they go to other manufacturers; they can more easily find technical data or product specifications on our platforms.

How did WebCitz, LLC perform from a project management standpoint?

WebCitz has managed the project well. They're timely and get back to us with updates whenever they complete something or if they run into issues. I appreciate that they always keep me in the loop. To communicate, we use emails and phone calls.

What did you find most impressive about them?

Their responsiveness to issues is impressive. The team does everything in their power to correct an issue in a timely fashion. On top of that, WebCitz is highly flexible and listens to my needs.

Moreover, their team members are friendly and easy to work with – I've had a good experience talking to every one of them. They can explain technical things in an understandable way. They help me understand the updates they do, so I can relay the information to my team. I can also count on them to come up with more than one solution to issues that come up.

Are there any areas they could improve?

No, there aren't any. We do need to improve some things, but those things don't have anything to do with WebCitz.





Do you have any advice for potential customers?

List down what you want in the project, know your own skill sets, and sit down with the WebCitz team – lay everything out for them. They're flexible and can accommodate however you want to work; they can either build the whole website for you or serve as a partner while you build the website yourself.

