WebCitz, LLC

E-Commerce Web Dev for Online Pharmaceutical Company

PROJECT DETAILS

🏷 **E-commerce Development**

📅 **Jan. 2014 - Ongoing**

💲 **$200,000 to $999,999**

❝
"They do a great job of making me feel like I'm the only customer they have."

PROJECT SUMMARY

WebCitz, LLC provides web development and IT services for an online pharmaceutical company. They've developed a new website for the firm and designed it to allow store partners to place orders easily.

PROJECT FEEDBACK

The website has generated $1.5 million–$2 million in sales for the firm, a huge upgrade from the site's previous information-only functionality. The company highlights WebCitz, LLC's responsiveness and willingness to communicate closely with them. The team also has great attention to detail.

WebCitz, LLC

The Client

Introduce your business and what you do there.

I'm the president of an online pharmaceutical company. We work with thousands of pharmacies across the country, and we give orders to our partner wholesalers.

The Challenge

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

When we first engaged WebCitz, we needed them to update our old website. After that, they developed a brand new site for us.
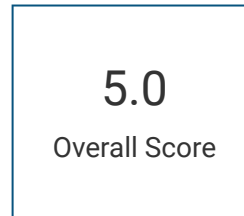
Dan Supon
President, RxOneShop

Pharmaceuticals

1-10 Employees

Nashville, Tennessee

CLIENT RATING

5.0
Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0

The Approach

What was the scope of their involvement?

Over the last couple of years, WebCitz developed a brand new website for us. I was in talks with them every day for a year during that project. Meanwhile, they built the website in a way that allowed our store partners to place orders online. They also worked on its design, logo, and color schemes. After we gained customers, the WebCitz team helped us move into our own server. That way, we had enough speed and size to handle the orders and products properly.

Moreover, their resources looked into solutions and options that we might want to use. The biggest aspect they had to work on was making the website user-friendly and fast enough despite the number of products placed on it. I wrote most of the site's content, but they helped me with the wording of the content. They looked at other companies similar to us to see if we could derive any ideas from them.

At present, WebCitz continues to make changes to the website to ensure that it's easy to use and that we stay with the times. The team provides me with wireframes and has launched a cache site, where I can see the changes they're making before they implement them on the website. They've also helped us with some of our email-related needs.

What is the team composition?

I work with Corey (Sales & Service Officer) and Jake (Programmer). Jake has been my day-to-day point of contact for a few years now.

How did you come to work with WebCitz, LLC?

I searched online for companies who could help us build our website. I reached out to a few of them, and WebCitz was the team that answered right away when I called them. They told me the things they would do for the project, and we started working together.

How much have you invested with them?

We've invested around $300,000 or higher in their services.

What is the status of this engagement?

We started working together in January 2014, and the partnership is ongoing.

The Outcome

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

Eight years ago, our website was simply an informational one — now, it generates somewhere between $1.5 million–$2 million per month.

Anecdotally, WebCitz does what they promise to do. In this day and age, it's hard to find a company like that. Moreover, if something isn't working correctly, I can call them even on a Saturday or a Sunday. They always answer and take care of the problem for me. They're a refreshing team that truly cares about the people that work with them.

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

They're with me every step of the way. They tell me what's going on and how long it takes to send me updates. Overall, the WebCitz team keeps me informed about how long things are going to take and when things are going to be done. To communicate, we occasionally use emails. However, since I'm impatient, we have a lot of phone calls — they always answer me whether I call them five times a day or once a week.

What did you find most impressive about them?

Their distinguishing qualities are their attention to detail and their willingness to ensure that I know what they're doing all the time. On top of that, they seem to truly care about me. Over the years, they've gotten bigger and hired a lot more people. Still, they do a great job of making me feel like I'm the only customer they have.

Are there any areas they could improve?

No, there aren't any. I don't have any complaints about them. We're a small company, and they're essentially our IT team.

Do you have any advice for potential customers?

If you're looking for an IT company to do any website project, don't hesitate to ask them questions. Keep calling them and giving your requests — they honestly don't mind. They won't make you feel you're bothering them no matter how many times you reach out to them.

info@webcitz.com
8007968263
www.webcitz.com