

# EDUCO Web Design review: Healthcare Software Solutions Company Website Design and Development

## Project summary

⚙️ Web development | 📄 Confidential | 📅 Nov 1, 2014

### Project summary:

The client is a provider of software solutions to healthcare payers and administrators. They approached EDUCO Web Design to design a new website for them, as part of a broader effort to better their marketing presence. EDUCO Web Design built a clean and easy to use website using Drupal, and provided extensive training and an ongoing maintenance package.

### Feedback summary:

The client is very satisfied with EDUCO Web Design's work. The website has helped them to generate significant additional traffic and sales leads. He especially appreciates EDUCO Web Design's personal attention to their needs, and their concern for the client's business success. He would highly recommend EDUCO Web Design to others.

**“EDUCO gave me the feeling that they really cared about me and my company and the success of the project, and I still feel like that.”**

### Details:

#### BACKGROUND

#### Could you give a brief description of your company and your role?

We provide software for healthcare payers, insurance companies, health plans, as well as third-party administrators. I am the digital and content marketing specialist. I've been there for about eight months.

#### OPPORTUNITY/CHALLENGE

#### What was the business challenge that your company was trying to address when you approached EDUCO Web Design?

Our company came across some capital about a year ago, so they decided to make a real pointed effort in marketing. The first step in that was getting a functional website. We had a website, but it was only about 10 pages. It wasn't worth ever sending anyone to. The first phase, and the most important part, was building a functional website that was attractive.

#### SOLUTION

#### What was the scope of the work with EDUCO Web Design?

## Interview

**Digital and Content Marketing Specialist at Healthcare Software Solutions Company**

👥 51-200 employees

📍 Greater Chicago Area

Quality: ★★★★★  
 Schedule: ★★★★★  
 Cost: ★☆☆☆☆  
 Overall rating: ★★★★★  
 Willing to refer: ★★★★★

I wasn't here when the work started. I came in on the tail end of it; when we launched. I had only been with the company about two months by the time we launched it.

We started from scratch in terms of building the website. We gave them what we wanted and needed, and went from there. We launched in November [of 2013], and now we're in a maintenance agreement with them for the 12 months after launch, where if there are any issues, I can go back and forth with them. Right before launch, I was trained on how to use and maintain the site, but there are some things that I don't have the capability to do. They, in turn, have to do those things as they come up.

### **What kind of training was provided?**

They use the Drupal system. They created a video: Short little vignettes probably four to five minutes long of each section of the website. It was a general "This is Drupal, this is how it works, this is the language and vocabulary, and this is what it does." I received those videos first to get familiar with Drupal.

Then, they did more training specific to our site's content, content layout, and things like that. Right before launch, I did a couple of calls with them with training on the phone. After we launched, there was an issue and a couple of questions, and so I called them. It took about an hour, and they recorded the whole thing, and sent me the recording so I can have it to reference later.

### **Why did your company hire EDUCO Web Design in the first place?**

I don't know when the whole process started because I wasn't around. I think they were contracted from a marketing agency that we were using in Chicago. I think they secured EDUCO for us and really ran point on everything. We would go through the agency, and then they would go to EDUCO.

## **RESULTS & FEEDBACK**

### **Do you have any results that you can share that indicate the success of their work?**

We're 20 weeks in since launch. We're going on nine straight weeks of more than 1,000 visits. That may not sound like a lot but, in our industry and our past performance, that blows it out of the water. We're increasing every week. By comparison, I think we had one week in 2013 with more than 1,000 visits. Now, we're running on nine straight since launch. We figured that right around 1,000 visits a week is kind of our baseline. If we're below that, we're a little disappointed. We've been above that now for more than two months straight.

### **Have you had any feedback internally or from customers about the website?**

Our employees love it just because before we didn't have anything worth talking about. Now, it's clean, and the content is easy to read and things are easy to find and navigate. There's a lot of relevant information that's easy to access. Our employees love it, especially our sales team, because it's alleviated a lot of what they've had to do on the front end. We're in the middle of April [of 2014], and we've generated 15 leads since January, whereas those leads did not exist before we launched. Those are specifically generated through marketing and probably 11 of those 15 are directly from our website.

### **How would you describe EDUCO Web Design's performance in your experience working with them?**

They've been great. They're really laid back, down to earth, and really focused on our needs and what we wanted. They did everything they could to meet those and to get us what we wanted and needed within their capabilities.

They're always ready and available whenever I have an issue. It takes them a little longer to respond than I would like, but I'm sure I'm just like every other client where my need and my issue is paramount. I realize they're a smaller company and maybe a little shorthanded for the number of clients they have. It never goes more than 24 hours.

### **Is there anything unique or special about them compared to other companies that you may have worked with in the past?**

I worked with another much larger company probably about eight years ago or so ago. EDUCO gave me the feeling that they really cared about me and my company and the success of the project, and I still feel like that. They give me a kind of personal attention that the bigger company that I worked with didn't necessarily do. I would just call the help desk, get a random help desk agent. Now, when I call EDUCO, they know me, not because I call all the time, but

because of the time and energy that they invested me as a client, which I really appreciate. That speaks volumes to me. I just felt like I was a part of their team because the success of our website equals the success of their company, and they cared greatly about that.

**Looking back, is there any area that you think that they could improve on or that you would do differently?**

I don't think so. I told them about the response time. I have a specific person that I email if I have an issue. Sometimes, he takes a little longer because he's dealing with other clients and bigger issues and building new websites and things. I told them it would be great if I had access to a general help email address so that I'm not always relying on this one person, but maybe the team would see it, and then I might get a faster response time. They sent that to me right after I got off the phone. They responded right away. I think that's going to help take care of that, and that really is my only issue.

**For the following questions, we ask that you rate EDUCO Web Design on a scale of one to five, with five being the best score. What would you give them out of five for the quality of their work?**

Five.

**For schedule, as in being on time and meeting deadlines?**

Four and a half.

**For cost, as in value for your money and sticking with the original estimates?**

That I can't speak to.

**What about an overall score of how you feel about their performance?**

Five.

**How likely are you, out of five, to recommend them to a colleague, given the right circumstance?**

I would do that, for sure. Five.