

EDUCO Web Design review: Website Design for Transportation Leasing and Rental Company

Project summary

🔧 Web design | 💰 \$10,000 to \$49,999 | 📅 Apr 1, 2014

Project summary:

The client is a large commercial truck leasing and rental company in North America. They approached EDUCO Web Design to design a new website for them as part of a broader rebranding effort. They needed a clean website that would convey a professional image to potential customers. The new website was built using Drupal and took approximately three months to complete. The client also signed on for a maintenance contract for the next three years.

Feedback summary:

The client is very satisfied with EDUCO Web Design's work. The new website is a vast improvement over their previous one, in terms of functionality and design. The client feels that EDUCO Web Design is extremely easy to work with and responsive with a high level of expertise. They would highly recommend EDUCO Web Design to others.

"They were extremely responsive. If I had a question or concern, within the hour I had a response back, telling me what they were doing."

Details:

BACKGROUND

Please begin by describing your company and what you do.

Idealease is a commercial truck leasing and rental company. We are linked directly to Navistar International. The majority of our Idealease locations are embedded into an international dealership. We have roughly 430 locations across Canada, the U.S., and Mexico. We provide maintenance contracts and full-service leases.

What is your role at Idealease?

I'm the manager of sales and training. Primarily, I train all of our operations and sales professionals internally throughout the year.

OPPORTUNITY/CHALLENGE

When you approached EDUCO Web Design, what was the business challenge that you were trying to address?

Our main concern was redoing our website to increase the professionalism of the design. We do not have much traffic

Interview

Manager of Sales and Training, Idealease

👥 201-500 employees

📍 Greater Chicago Area

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

that goes to the website, so we didn't need to have too much functionality. It's basically there in case a prospect that is potentially going to be doing business for us looks us up, so it gives us that whole view of a stable company. We only do B2B [business-to-business] business, so we don't have much marketing. We needed a website that was very professional and clean, and would provide the basic and necessary information to our customers when needed.

SOLUTION

How long ago did you start working with them?

We started working with them in January [of 2014]. We went through a rebranding, and a piece of that rebranding was changing our website as well. On April 1, our website went live and public.

What was the scope of the work that EDUCO Web Design provided? Did it include design, development, training, and support?

It was all of the above. All we did was provide them with the actual content to go onto the website. They recommended what they thought we needed as far the requirements and basic ideas. Then, they put everything together. They formatted the content and put everything the way we wanted it. They did it all.

They also trained us internally as far as basic Web changes that we can do ourselves. We also just signed a maintenance contract with them because we knew that there would be certain things down the road that we want to be able to add to the website that the base format of the website is capable of doing. The relationship right now is for another three years.

In which content management system or framework was the site built?

Drupal.

Do you find that to be an improvement in terms of ease of use and functionality?

Yes. 100 percent. I do not have a computer science background. For me to watch a quick tutorial of what they provided me, I can go in there pretty quickly and update items as needed.

Why did you select EDUCO Web Design to work with in the first place?

It was their expertise on the topic. They knew a variety of different formats that might be attractive for what we were looking for. They explained them in very good layman's terms to our executive board. The marketing manager felt that the actual value and service that they were providing was better than anybody else we had seen come through the door. We had five out of a dozen of their competitors come in, roughly all of the same size. They were definitely far beyond everybody else.

Can you give a sense of the size of the work they completed, either in a cost figure or a personnel work-hour figure?

It was between \$30,000 and \$50,000.

RESULTS & FEEDBACK

In terms of results, do you have any metrics or feedback to indicate the effectiveness of their work?

Recently, we added a couple of improvements to the website, like our location finder. We've had a good amount of success with that, as far as people being able to search a location and pursue business at that location. That process has improved. We also added a careers section that we've had some good success with. As far as the reports and the notification that the website provides, that's all an improvement from what the previous website had.

How would you describe EDUCO Web Design's performance?

They were extremely responsive. If I had a question or concern, within the hour I had a response back, telling me what they were doing. They're on top, as far as any time we needed something, they responded extremely quickly.

Was there anything you would consider special or unique about them compared to other companies with which you may have worked?

It was just the ease of doing business. They were extremely easy to deal with. They explained everything very well. When something came about, they made sure we understood it correctly. Their follow-up was pretty good also. If an item came up that concerned us, they addressed it, and they made sure, a couple of days later, which everything was still going smoothly from whatever the hiccup may have been.

In retrospect, is there any area that you think that they can improve upon or that you would do differently?

Not really. So far, it's been very good. I don't have any complaints as of right now.

For each of the following questions, please rate EDUCO Web Design on a scale of one to five. Five will be the best score, and you can use half increments if you wish. What would you give them out of five for the quality of their work?

Five.

How would you rate them for scheduling, as in being on time and meeting deadlines?

Five.

How would you rate them for cost, as in value for your money and sticking with the original estimates?

Four and a half.

What about an overall score describing your experience with them?

Four and a half.

How likely are you to refer them to a colleague or a friend?

Five.