

Case Study

Keys HR

www.keyshr.com.au



Industry

Employment

Partner

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"It is with pleasure to give this testimonial to Web Design Magic. From day one through the extensive planning and implementation phases Web Design Magic delivered what was promised. At times when problems arose both technical and functional the team was willing to find suitable workarounds and have always been good to work with toward a resolution. I plan to continue working with this team well into the future with all our web site needs."

Keys HR

Goals and Challenges

Keys HR was built as an online qualification website, users can register and pay for courses and receive their qualification at the end. Keys HR also have the ability to create and edit a course and all its components, for example; within each course Keys HR can add course sections and questions and answers about each section.

In further phases we also implemented a Dynamic Payment/Registration form being would have been our biggest challenges. This Dynamic Payment/Registration form was couple with a SEO sales funnel to, drive traffic to a particular product.

Solution

Keys HR's major functionality was custom built to suit their specific needs. The rest of the site utilized standard web parts like registration, user roles, multiple payment options and blogs.

Including both phases the website took a total of two months.

Results

With all the additions and major sales funnel integrated into the site, Keys HR now have many applicants every day. Thanks to Kentico's automated email system, Keys HR have their entire payment and registration process automated through their site.

In total Kentico CMS has helped Key HR increase their sales, database and productivity.

Key criteria for selecting Kentico CMS

We have been using Kentico to provide our clients with feature rich, easy to use Content Management Systems for a many years now and continue to be amazed at the functionality it provides and the simplistic approach to applying features.

Furthermore, we have found it to be just as fast to create a standard brochure website with Kentico as it is with just static pages. Therefore recently, we have upgraded all of our website packages to include the Kentico CMS.

