



Web Dev & Maintenance for Water Treatment Company

PROJECT DETAILS

 Web Development

 Jun 2014 - Ongoing

 Confidential



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PROJECT SUMMARY

GEL Studios helps a water treatment company with web development and maintenance projects continuously. Their scope includes designing and building new sites on MODX for lead generation purposes.

PROJECT FEEDBACK




The websites developed by GEL Studios perform very well, and their excellent user journeys have resulted in a decrease in unqualified leads. The team is highly communicative and cost-effective, and they use Active Collab to collaborate. Additionally, they're flexible, agile, and accommodating.



The Client

Introduce your business and what you do there.

I'm a senior digital project executive at Culligan International, a water treatment company. We sell different water dispensers to businesses. In my role, I handle multiple workflows across our business regarding website management and other digital activities of all sorts. This includes managing all of our service providers.

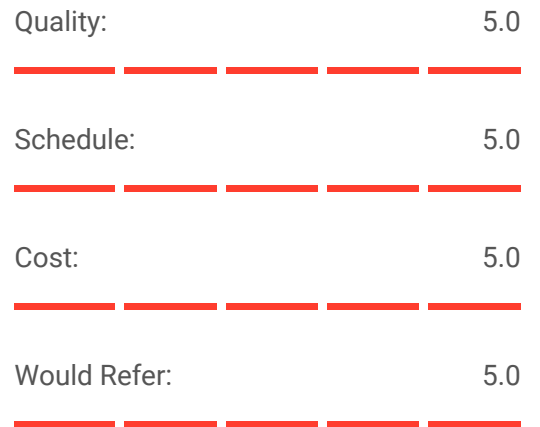
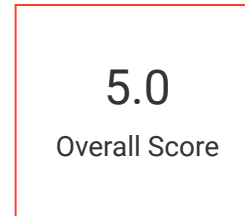
-  **Océane Bidault**
Senior Digital Project Executive,
Culligan International
-  **Manufacturing**
-  **United Kingdom**

The Challenge

What challenge were you trying to address with GEL Studios?

We needed help with web development and maintenance. Originally, we had a WordPress website, but we needed to create a brand-new website on MODX.

CLIENT RATING



The Approach

What was the scope of their involvement?

I collaborate with GEL Studios on our website development projects and tasks, acting as the liaison between my company and theirs. Originally, they helped us develop a MODX website from scratch. For that project, they weren't in charge of the design because another company had already done the designs. Still, they helped us adjust those designs and deploy the website.

So far, GEL Studios has helped us revamp 16 websites on MODX, and they've helped us develop one completely from scratch. Whenever my colleagues request web development or design changes, I put together a brief and give it to GEL Studios to execute.

As for the technology stack, we use MODX as the CMS to manage our website. Still, we're not very involved in the technical side; GEL Studios handles everything. We just tell them what to do and collaborate with them to deploy it.

In 2020, GEL Studios hired an in-house designer who collaborated with my manager to create a new design for our website. After that, they deployed the same design on 11 different websites.

Our main website is a lead generation website, so its purpose is to acquire new business opportunities. With GEL Studios' help, we've created a user journey to guide users toward the different areas of their interest based on their needs. Our goal is to provide them with the most accurate information about our company as quickly as possible so that they feel encouraged to fill out our contact form.

What is the team composition?

Jamie (Web Developer) acts as our account manager, and we've also worked with Graeme (Managing Director). Whenever Jamie is not around, we can work with other team members from GEL Studios who step in to support.



How did you come to work with GEL Studios?

When I joined the company, my manager had already engaged with Graeme. At the time, Graeme was a freelancer; he hadn't established GEL Studios yet. My manager was looking for an agency that worked with MODX, so he met Graeme at a MODX convention. Graeme was one of the few developers in the UK knowledgeable in MODX, so my manager started working with him. Around two years into the relationship, Graeme created GEL Studios.

What is the status of this engagement?

We started working together in 2014, and our engagement is ongoing. We recently signed a contract with them for 2023.

The Outcome

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

The websites that GEL Studios has helped us create are performing very well. As most of them have been new websites, we don't have points of comparison to track increases or progress. Still, we're very satisfied with the quality of those sites. Moreover, the design they created in 2020 was very good, which is why it was deployed on many websites.

One of the most important features GEL Studios has helped us implement has been the lead generation workflow. This feature has been very important for reducing unqualified leads. Before implementing it, we had our contact forms much more visible, so many users and existing customers filled them out. Now, our forms are in very specific places, so qualified leads fill them out after going through the adequate user journey.





How did GEL Studios perform from a project management standpoint?

From a project management perspective, I have an excellent relationship with GEL Studios, and our communication is very good. We work together on a retainer basis — eight days per month, two days per week. I work very closely with Jamie during those two days every week on our different projects.

We use Active Collab to manage the projects, where I upload tasks and keep track of the progress. Still, we're in constant communication via chat to ensure that our work runs smoothly. Whenever we need to discuss our projects, we jump on a call. Additionally, their team is great at communicating holidays and days off,

Although I'm not involved in the financial side of our engagement, I know that we recently signed our contract for 2023, so I can say that my company is happy with GEL Studios' rates.

What did you find most impressive about them?

We work with another agency on web development as well. Compared to them, GEL Studios is very flexible and agile. This other agency doesn't spend one minute more working with us than the two days our contract says. However, we can always ask GEL Studios to work with us three days on certain weeks or add one hour to a certain day, and they always accommodate our needs.

Additionally, our constant communication is outstanding. Jamie is already aware of the projects we're working on, so he doesn't wait on us to put a task in the system because he already knows what to do.





Do you have any advice for potential customers?

Have very good communication and be clear on the brief.
Additionally, have an alignment call to ensure everyone is on the same page before starting the project. This will allow you to save time and be efficient.

