



Website redesign, course booking & online payment solution.

Case Study

Worksafe / Training / Ecommerce

Worksafe is a company that specialises in training instructors to deliver health and safety courses in the workplace.

They provide instructors with the tools and knowledge to deliver courses that comply with Health and Safety Executive guidelines.

In addition to providing training, Worksafe also sells first aid training supplies, instructor resources, eLearning materials and delivers first aid learning resources for students.

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36%

INCREASE IN SITE TRAFFIC

With a marked increase in organic and paid traffic resulting in proportionate increase in bookings.

IMPROVED EFFICIENCY

Added functionality and simplifying previously complex processes have resulted in increased efficiency.

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CHALLENGE

Worksafe needed to update their website to deliver a consistent, on-brand customer experience.

This included extending the site's functionality, delivering additional content, and redesigning the look and feel of the website.

The new site had to be managed via a CMS and course bookings & eCommerce transactions / reporting had to align with existing business processes.

SOLUTION

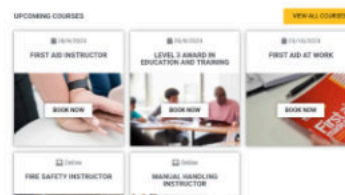
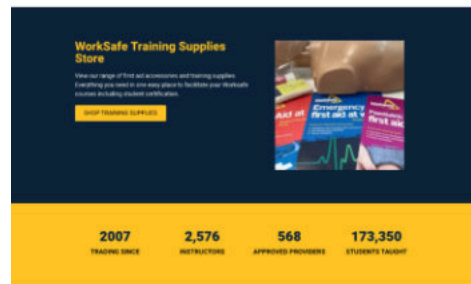
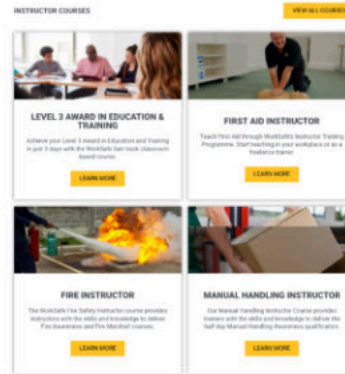
We chose WordPress as a flexible and extensible CMS platform to develop the website and designed a custom theme to successfully deliver the Worksafe brand.

The new site features an online course booking and payment system, an eCommerce store, and a section dedicated to first aid learning resources.

The online course booking and payment system was customised to deliver specific functionality including a variety of custom payment and reporting options.

RESULTS

Worksafe reports that they have seen a 36% increase in site traffic with a marked increase in both organic and paid traffic that has resulted in a proportionate increase in bookings.



We have delivered more traffic, more bookings, an improved customer experience and more efficient management of content, bookings and administration.

SUMMARY

This was a complex project that required a deep understanding of the client's requirements and business processes in order to achieve their goals.

We invested significantly in identifying options and explaining the opportunities inherent to the solutions we proposed.

This clarity and shared understanding enabled us to deliver a successful project, efficiently, and to the clients expectations. On time, on spec and on budget.

The marked increase in organic/paid traffic and the proportionate increase in bookings is a great result for the clients investment.

We have a great relationship with Worksafe who are a pleasure to work with and we are committed to continuing to deliver for their business and their customers.