



Trinity Healthcare

Customer Profile

Staffing solutions provider

Founded

2007

Website

www.Trinity-Healthcare.co.uk

Category

Web Design
Web Development

Customer since

July 2009

"It's a low cost investment providing a good return. Streamlining admin processes is always a "value add" and allows my team to get on with revenue and business growth."

- John Brazel,
Director
Trinity Healthcare

"Implementation was as simple as a-b-c"

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Trinity Healthcare streamline processes with NDB Europe Web Service



Background

Based at the Pavilion Offices in Hull, East Yorkshire, Trinity Healthcare provide bespoke staffing solutions to a wide range of care establishments and organisations. Services range from fully tailored recruitment services through to provision of staff to cover short term resourcing problems.

Challenge

The web gives Trinity Healthcare the ability to reach potential customers and staff in the geography it traditionally serves, but also the wider market place. Differentiation is a key criteria in the sector and the market is extremely competitive. Key to any application targeting what are often non technical users of web services is confidence in the products particularly security, ease of use, quality and good support, Enter NDB Europe.

"I was recommended to NDB by a business contact. Once having met the guys at NDB, and after a relatively short meeting knew that they understood my requirements. I also contacted some previous customer and after these contacts and a review of their applications decided to give NDB a chance".

Solution

For many companies in the East Riding of Yorkshire area, NDB Europe webs has proven to be a popular and highly effective asset for reassuring customers they will receive a first class service. The technical expertise of NDB coupled with unrivalled customer after sales service, makes NDB the number 1 choice for companies.

User logins, downloads and a feedback form were all part of the web development specification. John decided that movement on the front page was a must – so we added a java script slide facility.

Keeping costs low is usually a major factor for all companies that approach NDB. With this in mind, the NDB web Service has evolved over the last year, utilising Open Source technologies and techniques.

Security is also built in as standard on all of our web packages. NDB makes sure that all completed websites are safe against standard hack and penetration attempts. E-Commerce customer websites are also included in this standard practice.



Case Study Trinity Healthcare streamline processes with NDB Europe Web Service

Easy Implementation

For Trinity Healthcare, allowing NDB to implement the NDB web service was easy, an important consideration for a small business with limited IT resources.

“Implementation was as simple as a-b-c. After a couple of short meetings we had a blueprint for the site. It was helpful to get a view of the development as it progressed, as whilst from a business perspective you think you know what you want – sometimes (in the best projects) the business wants to “tweak” the development. Despite a couple of issues which the NDB guys sorted out same day we were up and running in a couple of weeks – excellent result.

Features

The new Trinity Healthcare website incorporates features that relieve admin duties. By adding a user login, and allowing users to upload their timesheets, the time spent processing documentation is reduced. A further area allows registered users to download relevant documentation, further reducing the need to email or post documents to users individually.

Results and ROI

The main factor for many small businesses is cost, and return on investment. With that in mind NDB always give as much information and reporting as possible. Every website NDB develops includes Google Analytics. This allows customers to track website user’s location, time spent on site and loyalty etc. Analytics allows customers to set targets and goals, and create marketing campaigns relevant to their company.

Yes, the NDB Web Service delivers results. But was it worth it?

“A low cost investment, speedily implemented providing a good return. Streamlining admin processes is always a “value add” and allows my team to get on with revenue and business growth.”

Moving Forward

Trinity Healthcare gets additional exposure via the NDB website, and other links. Search Engine Optimisation, metatags and keywords have all helped raise their profile.

“There’s no reason it won’t work for you”

- John Brazel,
Director
Trinity Healthcare



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To companies who are still not sure about whether to utilise the NDB Web Service, or whether it can do anything for them, John says *“Why wait, it costs nothing to explore – do what I did and ask people who have used the NDB Web Service. If it’s working for them, there’s no reason it won’t work for you”*.