



# Driving Revenue Through A Newly Revamped And Optimised Website

## FLEXISOURCE IT

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## Executive Summary

Flexisource IT led a team in creating a fully-functional, optimised, and modern website for the Australian online business loans company Bizcap.

We provided end-to-end planning, strategy, and execution with the supervision of a project manager and Scrum master for updating the website of Bizcap. Their previous website was improved and optimised in terms of design, SEO, and integrations to boost web traffic and conversions.



## About the Client

Bizcap is an Australian online business loan company founded in 2018. The company provides fast business loans for small businesses in Australia with a systematic approach in credit and risk assessments from AU\$5,000 to AU\$600,000.



## Client Challenges

While founded in 2018, the client has been using a website that lacks the functions and features they need as they grow their company. Business-to-business companies need to have a crisp, professional-looking website to have a good reputation, boost brand awareness, and increase conversions.

Our client faced the challenge of presenting a professional, up-to-date website to attract prospects to check out the services they are offering for businesses in Australia. The client conducts its business online through its platform and operates swiftly in reviewing applications submitted to their website.

Having an updated website is needed to cater to the growing customer base of the client. The previous interface and features of the client's site may discourage customers from exploring their services. The overall user interface and user experience in the previous website may be ineffective in converting potential customers. Moreover, website forms need to be collated in the website. The forms are also needed to be integrated with the client's Customer Relationship Management (CRM) Tool.

Improvements with the modern look and feel, overall website experience, and additional integrations were the top priorities.

## How Flexisource IT Provided Solutions to the Client

As a champion for innovation, Flexisource IT ensures to provide high-quality website development

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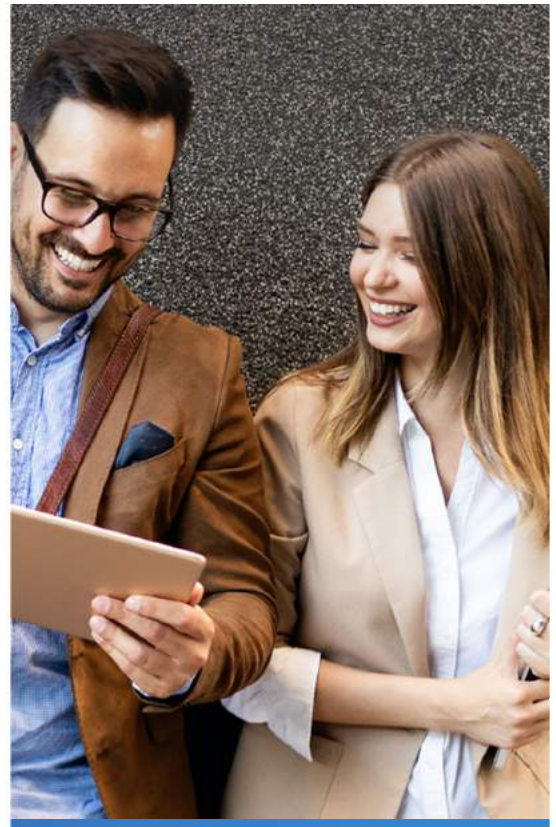
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service for every project. In choosing the best IT outsourcing company that can fulfil their project requirements in a timely and efficient manner, the client scouted Flexisource IT's offshore services to overcome their challenges.

Flexisource IT is known for its high-quality polished output and professional work ethics on top of providing the best, top-calibre IT experts in the industry. The company has provided several solutions to help our client modernise their website.



## Our Solutions

- Built custom website with improved UI/UX design, better user experience and navigation
- Integrate CRM tool Salesforce in the backend portal of the website
- Ensure all pages are tracked and mapped, ready for analytics, tag management, and further measurement tools for data gathering

STEP  
1

### Scoping and Identifying Requirements

We started planning and working closely with our clients to come up with the process and requirements of the website revamp. As a champion of Agile project management methodology, we have applied the agile process of development with the supervision and assistance of the dedicated project manager. We identified the scope of the project and other requirements with the project manager and product owner to ensure all bases covered.

STEP  
2

### Design Process for UI/UX Improvements

Our UI/UX designer crafted various designs for the updated look and feel for the site. Staying true to its core, several design studies were submitted for pitching. The team and client are working closely to coordinate the design, details, and targets on the new look and feel of the website. When the desired look and feel for the website are finalised, the UX/UI designer created a web page layout for various pages of the website with the sections and icons needed.

STEP  
3

### Website Integration Process

After final approvals, our dedicated website developer has integrated the new designs to the website and tested out its functions and features on the website's backend. We integrated the backend of the website with their CRM tool (Salesforce). All the content published in each page was checked for optimisation and set up for tracking for reports and insights. Overall monitoring and supervision are done with the expertise of the dedicated IT project manager of the team.

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## Results

The efficient delivery and expertise of Flexisource IT paved the way to a better website for the client. We helped the client improve their current processes and integrated new features to the fully-customised website the company showed to its customers.

Seamless communication and excellent delivery throughout the project led to the client's more versatile tools for its products and services. By having a team of expert IT leaders to get the job done, the company contributed to a faster scaling process for its onshore team and led to a long-term partnership.

The efficient production process of the Flexisource IT project manager and team led to the earlier delivery of the product. Because of this, the client was able to update their website two weeks before the target date. Now, the company continued its partnership with Flexisource IT and ventured into another IT and marketing project for additional features and strategies today.



## Customer Review

“Very excited to have launched our new website with the help of the team at Flexisource IT, it's a significant upgrade from what we previously had! Unbelievably impressed with what the team at Flexisource IT has been able to create + ahead of schedule. Thank you.” -- **Head of Marketing, Australian Online Loans Company**

## GET THE FLEXISOURCE IT SOLUTION TODAY!

Flexisource IT's pool of top-calibre experts from IT, Support, and Digital Marketing industries ensure clients to deliver excellent results using the best practices and technology in the industry.

Connect with us for a **FREE CONSULTATION** with us!

Don't just **OUTSOURCE IT**, Flexisource IT!

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