

Case Study

Hrexecutive

hrexecutive.pl



Industry

Services, Consulting company site

Partner

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Background

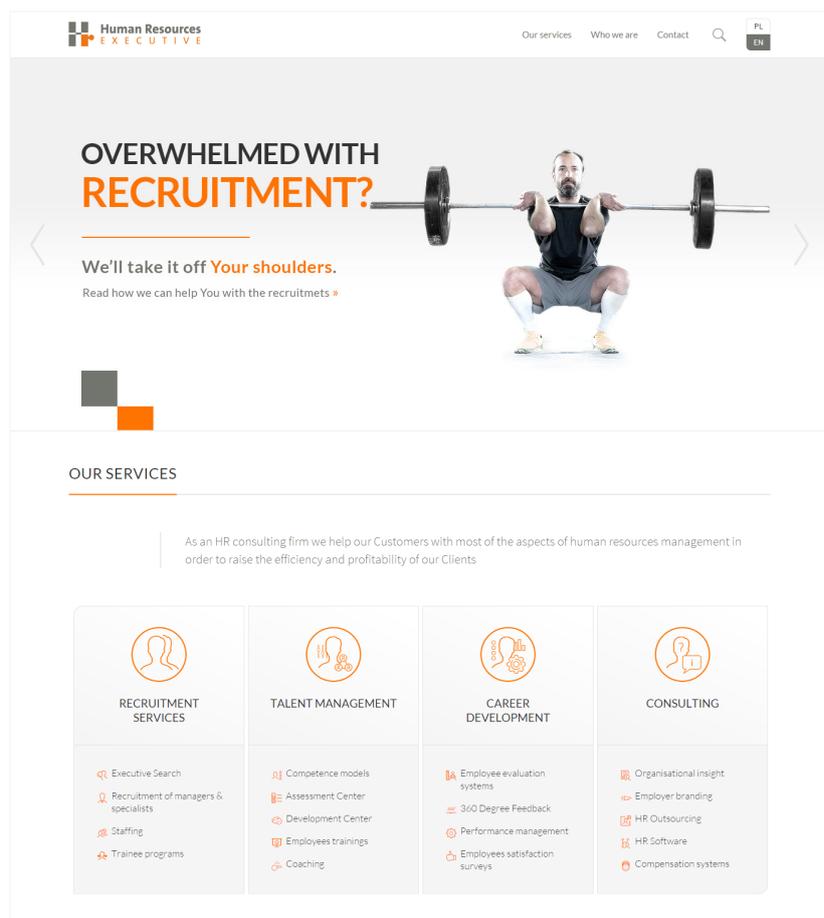
HR Executive is a human resources consulting company dealing with people, processes, and structures in organizations. They help build new teams of employees from scratch, as well as optimize existing ones, place them in the respective structures, and develop optimal processes to increase efficiency.

Goals

- Create a fully responsive B2B website aimed at image building.
- Create a clear website structure and layout that will let users easily navigate through the wide range of HR Executive services.
- Collect data on potential customers.

Challenges

- Plan smooth navigation to let users easily explore HR Executive's wide set of services.
- Find ways to encourage users to contact HR Executive and collect their personal data (lead generation).



The screenshot shows the HR Executive website. The header includes the company logo, navigation links (Our services, Who we are, Contact), a search icon, and language options (PL, EN). The main content area features a large banner with the headline "OVERWHELMED WITH RECRUITMENT?" and a sub-headline "We'll take it off Your shoulders." Below the banner is a section titled "OUR SERVICES" which lists various HR services in a grid format. Each service is represented by an icon and a list of specific offerings.

RECRUITMENT SERVICES	TALENT MANAGEMENT	CAREER DEVELOPMENT	CONSULTING
<ul style="list-style-type: none">Executive SearchRecruitment of managers & specialistsStaffingTrainee programs	<ul style="list-style-type: none">Competence modelsAssessment CenterDevelopment CenterEmployees trainingsCoaching	<ul style="list-style-type: none">Employee evaluation systems360 Degree FeedbackPerformance managementEmployees satisfaction surveys	<ul style="list-style-type: none">Organisational insightEmployer brandingHR OutsourcingHR SoftwareCompensation systems

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Solution

- The website is fully responsive and strongly focused on smartphone users.
- A wide range of services is clearly presented by using:
 - Big mouseovers in the main menu.
 - A useful sticky navigation menu (sidebar).
 - Unique icons designed as symbols of each service.
- Users' data is collected (lead generation) by:
 - Sharing HR Executive publications:
 - The publication is a PDF file, and
 - A link to download the file is sent to the email address after a user gives their personal data by filling out the form.
 - Giving users the possibility to contact HR Executive (contact form) on every service subpage.
 - Giving users the possibility to ask (contact form) about HR Executive's trainings, which are presented on the website.

Results

- Feedback from HR Executive's business partners is very positive.
- HR Executive's services are clearly presented, and the user path to each service subpage is shorter, compared to old website (better UX).
- Users' data is collected by a set of contact forms (lead generation).

Key criteria for choosing Kentico

- A clear user interface and logically designed features.
- Great management of a vast amount of documents, products, and other data.
- The ease of upgrading to a higher license.
- The client's previous website was also implemented on Kentico – as they were pleased with the content management possibilities, they decided to use the newer version of Kentico.

