

Client Overview

Personnel Concepts, a pioneer in the compliance industry, started its business 20 years ago with Labor Law and OSHA compliance posters along with programs to help businesses establish compliance and avoid state and federal fines and/or employee lawsuits. All businesses are required to meet specific compliance standards set at the federal and state levels regardless of their size or industry. Personnel Concepts identifies those specific needs and provides cost effective and time saving products and solutions.



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Business Challenge

There were several challenges faced by the company relative to their eBusiness product offering and initiatives including ease of use, search engine optimization (SEO), and reputation. Personnel Concepts needed a professional company that specialized in web development and e-marketing for an ecommerce website. Zeon's team was familiar with the challenges that plague most large corporations who are strategically trying to build their internet channel.

Services Delivered

Zeon approached each challenge objectively. Our team put together a forecast revolving around the client's business needs. We began by reviewing every detail of the scope of the client's project. We created a process, started the project and followed up with the client as needed for approval and direction. Toward the end, everything was reviewed and tested. Zeon continued to follow up with Personnel Concepts after the project to review the product's success and ensure the client's complete satisfaction.

Results

Detail project management and a large team with a wide range of skills and knowledge were critical to the success of the project. These elements combined allowed the client to develop and forecast detailed go-to-market strategies, which resulted in huge success and a high ROI from the moment the new site was launched.

“Zeon provides an affordable and flexible, yet powerful array of tools and services that any company could use. Small or big, Zeon has established and dedicated specialized teams to accomplish all of my company's goals.”

“Zeon has dedicated teams for every aspect of your internet business. Each of those teams has the latest tools and skills to help accomplish the goals your business has. They have a SEO team, SEM team, Email team, and multiple web and creative development teams that support each other and you. I would definitely recommend Zeon to others and would look to them first for any project I might do in the future. Small, medium and large size companies can all benefit from the vision and expertise Zeon provides.”

Michael Perkins,
E-commerce Marketing
Manager,
Personnel Concepts

