



## Overview

HR Now are the leading provider of interim and outsourced Human Resource services in Jersey and Guernsey.

As a leader in HR, HR Now wanted to ensure their website and social channels were easy to use and reflected the support they offer.



## Solution

Emma, from All Things Customer, carried out a Customer Experience Review on HR Now's website and social channels.

The review entailed a competitor analysis and travelling through all HR Now's client journeys on desktop, mobile and social media.

It was tailored to HR Now's requirements, was incredibly extensive, personalised, and highlighted HR Now's success areas, as well as areas of improvement.

The review found that the website was outdated and difficult to navigate. Clients were unable to find all the great services HR Now has to offer, and many client journeys didn't take them to where they expected.

Equipped with the review's clear recommendations and direction, Emma worked collaboratively with a web development company, Corefocus, to create a new, modernised, and mobile friendly website which centred around the client experience.



## Results

HR Now's new, modernised and mobile friendly website provides clients with a simplified navigation experience, a search functionality, improved content and consistency as well as the ability to find all the services HR Now offer more easily.

Not only is the new website providing a simple and effective client experience, HR Now have control to handle the content themselves, therefore, the ability to be more proactive and self-sufficient which has already saved time and money.



## Top 5 Benefits

- ✓ Streamlined customer journeys, therefore, increasing speed and improving customer satisfaction
- ✓ Modernised, tailored, and improved profiling of HR Now's values and core services
- ✓ Mobile and Desktop friendly
- ✓ Site changes can be made quickly in house with minimal investment
- ✓ Identified ideas and enhancements to add more value to clients in the future

## Testimonial

“ Emma carried out a Customer Experience Review on our website and social channels and provided an extremely thorough and comprehensive list of recommendations and improvement areas.

These recommendations not only enabled us to see how we could improve our client journeys on our website, they also gave us ideas of how we could add more value to our clients via our website in the future. Before we received Emma's report we thought we were OK, then we knew we weren't.

Emma then worked collaboratively with us and Corefocus to create a new, modernised and mobile friendly website. She kept us grounded to the client experience, when it was too easy for us to only look through the technical HR lens and IT technology.

Simplifying the navigation experience, adding a search functionality, improving content and consistency as well as raising an awareness of our services, to name just a few of the recommendations we've implemented.

Additionally, we now have more control in handling the content ourselves, therefore, can be more proactive and self-sufficient, which has already saved us time and money.

Emma was extremely easy to work with and walked us through everything, using examples, in a simple yet effective way. Her ability to deliver critical feedback is both subtle and direct. You hear it and want to take action.

Our clients have nothing but positive feedback regarding our new website and the ability to find what they need quickly. ”

