

CASE STUDY

Solutions for Small Business from WebCentral



"For less than \$200 a month, WebCentral takes care of our web site hosting, all our internal email messaging needs and provides us with an easy-to-use email marketing tool for promoting our business.

WebCentral's Technical Support is second to none, and when you're small and don't have a dedicated IT person, it's always reassuring to have a number to call and to know that someone will be available at the end of the line to help you at any time of the day.

The free hands-on training sessions that WebCentral runs are very useful and helped me learn a lot about how to better manage my WebCentral account and get the most out of our company's online presence."

AMANDA CLARRIS
Director
www.pooltile.com.au



The Pool Tile Company...

COMPANY BACKGROUND

The Pool Tile Company specialises in importing, manufacturing and supplying an extensive range of tiles specifically for use in and around both residential and commercial swimming pools, spas and water features.

Owned and managed by Amanda Clarris and partner, Robert James, The Pool Tile Company operates out of a single showroom based in Brisbane, wholesaling predominantly to pool builders and also retailing direct to the public.

Today, its products are distributed Australia-wide and are readily exported to major markets around the world.

BUSINESS ISSUE

Prior to joining WebCentral, the specific business issues facing The Pool Tile Company were:

- It was becoming increasingly difficult for the company to showcase its products to interstate and international markets when its web site would occasionally be offline with their previous web hosting provider.
- As small business owner-managers, Amanda and Robert needed to work more frequently from home or when travelling, but their email system did not provide the flexibility for them to do so.
- The Pool Tile Company wanted to become more pro-active in promoting its products to potential clients, but had a limited budget and little technical knowledge of how to create professional-looking email campaigns.

BUSINESS SOLUTION

After realising that their existing web hosting provider and email system could not support their expanding online needs, The Pool Tile Company switched to WebCentral. The company signed up for the following services to overcome the issues it was facing.

Promotions Manager

- **Now able to be more pro-active in marketing our business for very little cost and effort**

"We always thought it would be too expensive and time consuming to promote our business via regular emails, until we heard about Promotions Manager at one of WebCentral's free product training sessions. We discovered how easy and cost-effective it can be to use email marketing to communicate more professionally with our customers, prospects, architects and landscape designers, and our existing pool builder distributors."

- **Compliance with privacy and anti-spam laws is made easy**

"Promotions Manager is a great solution for small businesses because you don't need to be a 'tech head' to use it. One of the best things about it is that it has all the features necessary to help us comply with privacy and anti-spam requirements. This is a particularly important consideration for us because we don't have time to be worrying about manually removing people who want to unsubscribe from our mailing list, especially given that we aren't technically minded."

WEBCENTRAL SERVICES UTILISED BY THE POOL TILE COMPANY:

- Web site hosting (Business Plan) – www.pooltile.com.au
- Managed Exchange PC & Web Access
- Promotions Manager



Managed Exchange Premium Email

■ Better access to email when out of the office

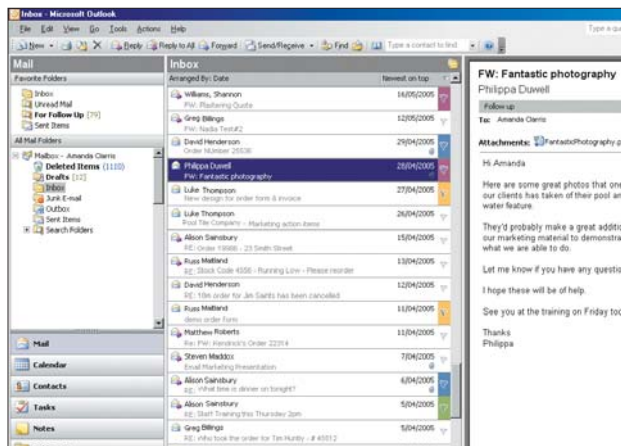
"As the owner and manager of a small business, you need to be flexible at all times and our old POP email system didn't allow us to be. Trying to work from home or when travelling became difficult - we would only ever catch any new emails and didn't have access to those we had previously downloaded to our office computer. Switching to Managed Exchange, where all our email is now synchronised and accessible from anywhere, has really helped us manage our business more efficiently when we're not in the office."

■ Keeping track of appointments has never been easier

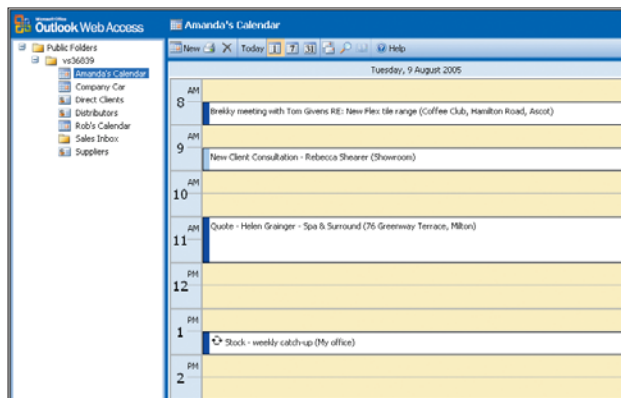
"Prior to using Managed Exchange, Robert and I maintained separate calendars of our appointments in our individual Outlook programs, so neither of us knew where or what the other was up to. But now that we have a 'public' calendar for each of us, Robert can access my schedule any time he needs, as can the rest of my staff back in the office. My staff can also view and change my appointments should a client call and need to reschedule, and I'll always be viewing the most up to date version of my calendar from wherever I am."

■ Better protection against lost emails and no need for any ongoing maintenance

"Robert's office computer recently crashed, but because we had switched to Managed Exchange, we simply contacted WebCentral's Technical Support Team who took us through the steps we needed to get our email back up and running again. Within a couple of hours, all our correspondence with our customers and overseas suppliers was retrieved and restored. If we were still using basic POP email, this would all have been lost. All we could think when this happened was 'Thank heavens we've got Managed Exchange.'"



Being able to access all our email when travelling is a huge bonus



Keeping track of appointments has never been easier with Managed Exchange

Shared Web Site Hosting (Business Plan)

■ More reliability in our web site's uptime

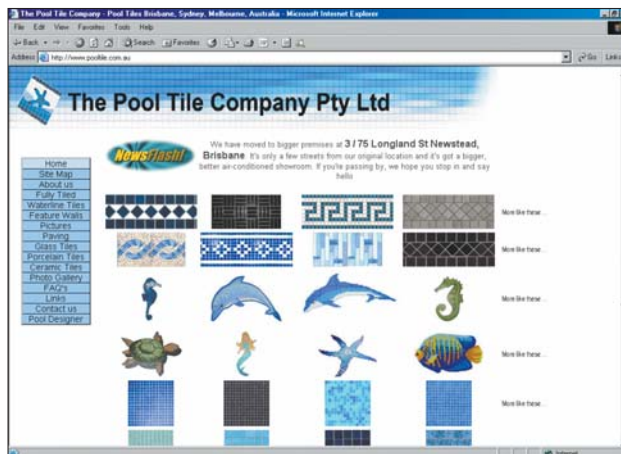
"It was no good in us having a great web site because it would often be unavailable with our previous web host. Since joining WebCentral, we have never had someone say that our web site is down, and this is really important to us considering how critical our web site is in helping us to close deals."

■ Geographic barriers to interstate and overseas sales have been eliminated

"Our web site has now become an extremely powerful sales tool - it effectively allows us to walk our interstate customers and prospects through our tile range without them needing to visit our showroom. It's like having a virtual showroom that's open 24x7. I can now be on the phone to a client in New South Wales at any time of the day, and they can be viewing our entire tile range from the comfort of their home."

■ Significant growth in sales as a direct result of our online presence

"We now successfully export to various international markets including Fiji, America, Thailand, and most recently, to New Zealand, which resulted from a single enquiry placed through our web site. Our web site, and the vast improvement in the availability of it since switching to WebCentral, has definitely contributed to our success over the past 12 months."



Our web site acts as a virtual showroom that's open 24x7

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