

HCI think up online strategy for re-brand



Customer: HCI

Key Facts:

- Company re-branded in 2011
- Leadership training organisation
- Long-standing business relationship with WebCentral

Challenge:

- Domain names needed to be changed according to the re-branding

Solution:

- Transferred domain names with WebCentral

Results:

- New domain names which now relate to the company's new branding

“ They helped relieve any stresses involved in transferring and registering the domain name and made the whole exercise an easy and quick experience ”

Emelyn Usanto, Impressions Guru, HCI

When leadership training organization Human Capital International changed its brand identity to HCI earlier in 2011, there was more to do than just changing the logo and slogan.

HCI understood the importance of re-evaluating its online presence and one of the key components to execute this strategy was the modification of their domain name to reflect the business's new vision.

To complete the name transfer of the domain, HCI's Impressions Guru, Emelyn Usanto, worked with Melbourne IT's website hosting company WebCentral.

“We decided to re-brand and create a stronger brand image to help build the business' status in the market,” says Emelyn. “With the re-brand came a lot of logistical changes, one of those being the change of our web address from humancapital.com.au to thinkhci.com.au.

“Our business helps people develop their leadership skills through onsite workshop training – over one or a few days – and via Strengthscope, our new world leading assessment and measurement tool. We assist organisation's employees to expand their understanding of project leadership, management and how to best handle challenging conversations.

“So when re-branding we decided to focus on this people element in our work, thus the birth of 'Thinking People' and 'Think HCI'.”

Managing the project

For over three years HCI has been hosting their email with WebCentral, so when July rolled around this year to transfer the domain names, Emelyn didn't hesitate to ask WebCentral to carry out the work.

“We have a successful relationship with WebCentral and we wanted to continue that relationship, she says. “They have been extremely helpful so far and the service they deliver high standard.”

According to Emelyn the domain name transfer was simple and WebCentral provided on-going support throughout the whole process.

“They helped relieve any stresses involved in transferring and registering the domain name and made the whole exercise an easy and quick experience,” she says. “They were prompt, responded to all my enquiries and delivered the project as scheduled.”

Leading the market in online services

WebCentral's domain registration service is only one of the many online services offered to assist Australian small to medium business establish and build their web presence. Email and website hosting through Microsoft Exchange 2010® can also help businesses operate effectively and efficiently, at an affordable price.

CASE STUDY - Domain name transfer



"Their email Mission Control is really easy to navigate," says Emelyn. "The interface is user-friendly and most importantly, we can manage it all ourselves, saving us costs and time."

The email hosting service offers advanced collaborative tools such as centralised email, calendars and contacts while allowing you to access your email, contacts and calendar using a variety of platforms, such as your phone.

"We are really happy with the email functionality provided by WebCentral and love the new email system."

1800 800 099

Call us to speak to a eBusiness consultant

www.webcentral.com.au