



Company: Ultimate Coaching
Industry: Football and Multisports coaching
Location: Woking, UK
Websites: www.ultimate-coaching.co.uk

AXLR8 have taken time to understand my needs as a business and always offered the best and most appropriate solutions and options. Ultimate Coaching is work in progress, and the wordpress format and CRM has helped the business go to a new level and been integral to the process

Ultimate Coaching update their image, appeal to a wider audience, and streamline their booking process with a website development by AXLR8

Business Goals

To redevelop the website with a more up to date feel to appeal to their young audience, enabling their own staff to update the website, and to be able to sell spaces on their courses online.

Why AXLR8?

AXLR8 had developed previous websites for the business owner, helping the company to grow on each occasion. Ultimate Coaching use AXLR8's FastTrack CRM system and elements of the website can be easily integrated. Ultimate Coaching and AXLR8 have worked together for many years and Ultimate Coaching were confident that AXLR8 would deliver a quality result within the defined timescale.

Key Business Benefits

- Ability for staff to update the website themselves
- Easy download of orders and collection of funds
- Trendier look and feel to attract the younger clientele
- Ability for all key stakeholders to locate the information they need within two clicks
- Cost saving
- Seamless integration with CRM system



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Background

Ultimate Coaching deliver an extensive range of sports training courses to children during the school day and after school. They run popular sports camps during the school holidays, and bespoke football training for teams and clubs. They devise training packages, and educate managers and coaches. They have recently begun working with Worldwide Kids Co across their resort programme.

Ultimate Coaching's previous website by AXLR8 had served the company well as they began to grow the business. However, they realised it was very child-centric and, while maintaining its attractiveness to the younger generation, they realised it needed to help with their own recruitment, provide information for coaches and managers and, most importantly, be a reference point for Headteachers and potential corporate clients.

Business Challenges

Ultimate Coaching had been unable to update their previous website themselves. Although any changes requested were normally actioned within 24 hours, when a course was sold out it needed to be taken offline instantly.

Ultimate Coaching needed to cater for a wide variety of visitors to the website. Much time was spent devising a navigation system that would make it easy for all parties to locate the information they needed as quickly as possible.

The business owners had very definite design ideas and produced examples of high-quality websites that they needed to equal.

Solution

AXLR8 decided to use the Wordpress content management system to develop the website. The WooCommerce free plugin was selected to handle the management of products. Ultimate Coaching had expressed an interest in looking at alternatives to Paypal for payment processing due to the high percentage deducted in fees, so SecureHosting were selected to handle the payments.

Much of the content was copied from the previous website, but staff at Ultimate Coaching were advised on use of keywords and techniques on developing written content for the web. They were communicated with and updated on progress regularly; consequently there were no surprises!

Results

Thanks to Google Analytics, visitor statistics can be easily monitored and the client experience can be tracked to see which pages and products are viewed the most. Orders are easily downloaded and printed through WooCommerce, matching with the payments in SecureHosting.

Visitors to the website have increased, partly thanks to the Mailing Manager module of the AXLR8 FastTrack CRM system. Details of new courses are easily mass emailed to parents within the specific geographical area, with links direct to the booking page of the website. Monitoring the statistics proves that much website traffic has been generated in this way. Sending birthday greetings in advance of a child's special day has also increased the birthday party business.

Staff at Ultimate Coaching have been trained on how to manage the orders and keep the site updated. They now plan to develop the ecommerce side of the site and introduce sales of their own branded merchandise.



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