

Application Development

“Since the launch, we’ve doubled capacity, increased sales, and substantially reduced hard costs.”

Michael Moye, Jr., VP/Business Development, Peoplecheck

PeopleCheck, a pre-employment background screening firm, knew something had to change. In a highly competitive, high volume industry, their manual processes were making it tough to compete. “We did almost everything by fax. It used to take an employee two days every week to process our invoicing,” remembers Michael Moye. He knew they needed better marketing—and business automation. Peoplecheck turned to Red Clay Interactive to design a feature-rich Web presence and brand identity that would help them reach their goals.

Results

After just nine months, Moye credits Red Clay with providing PeopleCheck:

- Twice the order-processing capacity
- 33% growth in sales
- 15% reduction in hard costs (paper, shipping, storage fees)
- Greater industry recognition and market penetration

“The brand identity, logo, Web presence, and search engine optimization have supercharged our marketing results,” says Moye. “Then Red Clay backed up the brand with business automation. Our sales are accelerating, but because the application automates our processes, we haven’t needed to add staff to support the growth.”

PeopleCheck clients are thrilled with a higher level of service and customization. “We can create unique ordering packages for our clients online,” says Moye. “It saves them time—and saves us in support costs. With complete administrative control, our staff is empowered to easily create custom pricing and monitor results.”

The Red Clay Solution

“We listened to PeopleCheck’s goals, analyzed the competition, and got to know their business,” says Kevin West, Project Manager with Red Clay Interactive. “From client acquisition through accounts receivable, we automated key bottlenecks in the business process and created a complete online order management system.”

“To achieve results like these, you can’t separate the application development from the identity and marketing,” says Brian Dempsey, Vice President of Client Strategy for Red Clay Interactive. “Automating labor intensive transactions enhances their ability to compete while also reducing costs. The strong visual identity of PeopleCheck’s online presence instills a sense of confidence in prospective customers, helping them compete nationally against larger firms.”

“Red Clay worked directly as a part of our team,” says Michael Moye, VP/Business Development with Peoplecheck. “It was like we had our own software development division completely focused on our needs.”

See the solution:

www.peoplecheckus.com

Red Clay Interactive, Inc.
210 Washington Street NW
Suite 203
Gainesville, GA 30501
Toll Free: 866.251.2800
Local: 770.297.2430
www.redclayinteractive.com



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