



Website Development & Design for Educational Organization

PROJECT DETAILS

 Web Development

 May. 2016 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

An educational organization engaged with Toteria Inc. to rebuild and redevelop their website to support the launch of their new media campaign and programs, and enhance their customers' experience.

PROJECT FEEDBACK

While the project was hindered by some internal challenges within the organization, Toteria Inc. kept their composure and ended up delivering a product that meets the client's needs in a positive way.



The Client

Introduce your business and what you do there.

I'm the executive director of an educational organization that provides free accredited college courses to low-income adults.

The Challenge

What challenge were you trying to address with Totera Inc.?

Totera has been basically in charge of our website for years, and we had a particular project that needed to be integrated into the rebuild. It was quite tricky and challenging, but they've just been incredibly professional and patient to work with.



Lela Hilton

Executive Director, Clemente
Course in the Humanities



Nonprofit



1-10 Employees



Chimacum, Washington

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

We have an existing website Totera had upgraded for us years ago, and we decided to upgrade it again. We have a new media campaign that just launched and new programmatic things that we need to the forefront of the website.

They're working with us to make it streamlined, more accessible, and more serviceable and engaging. They're in charge of the design while we provide the content. Additionally, they did some research on designing a donor portal to help us adhere to the best practices of online donations for nonprofits.

What is the team composition?

I work closely with Frank (President) and Donna (Project Development & Marketing Coordinator).

How did you come to work with Totera Inc.?

They were referred locally. I live in a rural community in Washington State and I run a national program, so it's really important for me to work with local people that I know and have a relationship with. I'm willing to go the extra mile to work with people that I have a personal relationship with, rather than an anonymous person on the other side of the country.

How much have you invested with them?

We've invested probably between \$15,000–\$20,000.

What is the status of this engagement?

The ongoing partnership started in May 2016.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Totera is incredibly professional and responsive. They were unflappable during the initial development phase, and ended up giving us a product that met several needs in a graceful and engaging way.

I can't imagine going through this process without the kind of responsive customer service and thoughtful troubleshooting they provide us. I'm not a technical person at all, so I wasn't the easiest person to work with from the beginning — but they know me and the project, so they made it easier.

How did Totera Inc. perform from a project management standpoint?

They perform wonderfully. They respond daily to our questions, sometimes even on the weekends and after business hours. Everything that needs to be done, gets done, and there were times when we had to ask them to hold back while we resolved some content questions.

Totera keeps on schedule with us regardless of where we are in the process, which I think is amazing because they're really busy. We previously had a screen editor where we would put our comments and ask questions, but now, we typically communicate via email and phone calls.





What did you find most impressive about them?

We're impressed by their personal commitment to understanding the needs of our project. We're a unique organization, and rather than trying to fit us into a cookie-cutter system, they've just been really responsive to our needs and idiosyncrasies.

Technology is not in our expertise, but from my perspective, their expertise and professionalism make us feel quite competent — like we actually know what we're doing.

I've worked with a lot of tech people who just don't have the patience for people like us. They blow us off or cajole us into doing something we don't understand, or ultimately don't want to do — but Totera provides us more than a service. They have individualized customer respect and they really engage with the clients in the process.

Are there any areas they could improve?

I don't know what they could do to improve what they're doing. I think they're doing a very excellent job.

Do you have any advice for potential customers?

I would say to trust their instincts and ask them questions that you may think are dumb questions. There are no stupid questions with Totera, and I would recommend you put your faith and resources behind their company, because they'll do great work for you.