

Success in **Customer Engagement**

Family owned concrete products manufacturer improves customer engagement and employee productivity with new state-of-the-art website and logo refresh.

KOHLEN CONCRETE PRODUCTS



53 Employees



Germantown, Illinois



www.kohnenconcrete.com

SITUATION

Operating an efficient and user-friendly website is critical for business, especially in today's uncertain and virtual environment. For Kohnen Concrete Products, it has been about 13 years since their website received any TLC – it was ageing, outdated and inoperable. Not only was it difficult for customers to navigate, but employees couldn't leverage the website to make their jobs more efficient. It is safe to say the company was missing out on growth opportunities through website leads. To uphold their founding principles of quality products and professional service, it was time for a website redesign. They needed a new website that was contemporary, mobile and user-friendly, and easy to navigate.

SOLUTION

Having served as a trusted resource for Kohnen's safety training and planning needs, it was a no brainer for Kim Arbogast, the office manager at Kohnen, to reach out to her long-time contact at IMEC. "We have been working with IMEC for a very long time for safety training and planning, and it has always been a pleasant experience," said Arbogast.

In November of 2019, IMEC engaged third party resource, Custom Direct, Inc. to give new life to Kohnen's archaic website. The team went to work giving the website a complete makeover. Kohnen now boasts a state-of-the-art website, streamlined with updated products and services. Not only are customers experiencing a more modern website, but the employees also love the usability and are more productive. It makes it easy for them to explain products and services to customers by referring them to the site. This redesign has led to an increase in leads particularly because of the ease in communication directly with Kohnen. "This is a game changer as far as customer service," said Arbogast. Our team can address concerns more quickly, allowing for better customer service." The team expects to maintain the momentum of outstanding user-experience and improved productivity.

While undergoing the website transformation, the team of experts from IMEC and Custom Direct, Inc noticed the opportunity to refresh Kohnen's logo – something they did not plan to do. Taking the initiative, Custom Direct, Inc. presented the idea to Kohnen, along with mock-ups of potential new logos. They simply loved it. "The new logo is more symbolic of who we are and what we are about. Combined with the new website, our brand is more appealing."

Kohnen is quite pleased with the outcome of the project. Arbogast applauds the team: "Custom Direct and IMEC were a dream to work with and I would recommend them to anyone. Yes, it was a lot of work, but it was well worth it. Nancy O'Leary from Custom Direct lead the process and took a different path that we would have never considered. Not to mention, they are extremely easy to work with."

RESULTS

- 5% increase in web leads
- Improved Customer Engagement
- Improved Productivity



info@imec.org | 888-806-4632

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Kim Arbogast, Office Manager – Kohnen Concrete Products



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