

Gennovacap Technology review: Elmcroft Senior Living Web Development

Project summary

 Web development |  \$10,000 to \$49,999

Project summary:

The client is a provider of residential care facilities for seniors across the United States. There was a need to develop a new WordPress blog for the client's website. Gennovacap was brought on to complete the project based on several positive references the client received regarding Gennovacap's past work.

Feedback summary:

The client is satisfied with the work provided by Gennovacap. The final product is highly functional, and the client is appreciative of the CEO's responsiveness and attention to detail. In addition, Gennovacap went the extra mile by assisting in the training of users of the new blog. Gennovacap is highly recommended to others.

"Gennovacap has very good developers. If something comes up that they haven't done before, they're quick to dig in and figure things out. It's been great for us."

– Director of Internet Marketing, Senior Living Center

Details:

BACKGROUND

Please provide a description of your company.

We operate residential care facilities for seniors.

What is your role and responsibilities?

I'm the director of Internet marketing.


OPPORTUNITY/CHALLENGE

What was your goal for working with Gennovacap?

We were trying to find a new WordPress developer to help with our blog.

Interview

Director of Internet Marketing at Elmcroft Senior Living

 5001-10,000 Employees

 Chicago, IL

Quality: ★★★★★
 Schedule: ★★★★★
 Cost: ★★★★★
 Overall rating: ★★★★★
 Willing to refer: ★★★★★

SOLUTION

Please describe the scope of their work.

The scope of the work was pretty much just WordPress development. Tasks included working on our geo-mapping, new Web forms, implementation with some of our analytics platforms, basic template design, and implementation.

What was your process for selecting Gennovacap with which to work?

I've known Reza [Piri, CEO of Gennovacap] for several years through other colleagues and friends that have done work with him. He has a great reputation.

Can you provide a ballpark dollar figure for the size of the work that they've done for you?

I can tell you that their rate is around \$110 an hour, which is really competitive in their market.

RESULTS & FEEDBACK

What were the results of the project?

The results have been positive. Gennovacap has very good developers. If something comes up that they haven't done before, they're quick to dig in and figure things out. It's been great for us.

The new site was launched within three months, and our relationship is ongoing as they continue to provide support.

Do you have any statistics or metrics to track improvement from the project?

Not that we can share at this time.

Is there anything unique about Gennovacap that really makes them stand out, compared to other companies?

I think communication is what sets Reza and his team apart. He's quick to hop on Skype or Google Circle Chat, and talk us through anything and everything. When you talk to him, it's not just emails or phone calls; it's screen sharing, and walking us through things, and really teaching us and explaining things to us. He's very detailed and methodical about how he collects and relays information. It can be hard to find that with other developers.

Looking back on the work so far, is there any area that you think they could improve upon or something that you might do differently?

I guess the size of his shop. We get a great hourly rate, and they do great work. However, occasionally we had problems with his workflow.

He's always accessible, but if he doesn't have anybody to hop on a project immediately, then you're put in a queue. So, there have been some growing pains in terms of manpower, but you have to expect that with a small business.

I would say, overall, it has not been a major detriment to our partnership.

What advice would you give to a future client of theirs?

This is the advice I would give to anyone looking to work with a new developer. Be very detailed in your communication and what you're requirements are. The more detailed you are, the better the chance that they're going to get it right the first time.

He's great for development, but most developers aren't necessarily the best at design and aesthetics. So, be very specific about the work that you're looking for.

We ask you to rate Gennovacap on a scale of one to five, with five being the top score. What would you give them out of five for the quality of their work?

Four.

For schedule, as in being on time and meeting deadlines?

Four and a half.

For cost, as in value for your money and sticking with the original estimates?

Five. He estimates the projects well, and he stays very close to his budget.

For the overall score?

Four and a half.

How likely are you to recommend Gennovacap to a colleague, out of five?

Five. I do quite a bit.
