Project: <u>Aurumees Website Redesign and Automated Quotation System</u>

Description: The Aurumees project involved a comprehensive website redesign and the development of an automated quotation system. The primary focus was to create an improved user experience while streamlining the quotation process for the company.

The website underwent a complete rebranding, featuring a fresh and modern design that reflected the company's image and values. The new design elements aimed to captivate visitors and create a visually appealing platform that instilled trust and confidence in the brand.

One of the key highlights of the project was the implementation of an automated quotation system. This system simplified the process for potential clients, allowing them to receive instant quotations via email. Upon submission of a request, an email containing the quotation details was automatically sent to the client, while a separate notification was sent to the owner, enabling them to promptly follow up with the lead and effectively close sales.

By automating the quotation process, Aurumees significantly improved response time and customer engagement. The instant delivery of quotations allowed clients to make informed decisions quickly, enhancing overall customer satisfaction and increasing the chances of successful conversions.

The combination of a website redesign and the integration of an automated quotation system contributed to a more efficient and user-friendly platform for Aurumees. The improved website design enhanced the overall brand image and credibility, while the automated quotation system streamlined the sales process and increased lead capture and conversion rates.