



Moving most business transactions to the Web has made Career Edge staff 50% more effective.

Moving Business Transactions Online for Positive ROI

Challenge

Career Edge, located in Toronto, Ontario, Canada, has improved staff efficiency by 50% and increased the number of active interns by 60% by moving most repetitive business transactions onto its website.

Career Edge gives host companies a low-risk, cost-effective way to access bright, well-educated young graduates and gives recent graduates a chance at valuable work experience that can launch their career in their chosen field.

Before the new website became available host companies were able to post an internship online but all review and hiring was done directly through email, fax, and phone. This meant that coordination with Career Edge of the details of the internship was handled through manual processes. This resulted in a lot of “paper pushing” tasks inside both the hosts and Career Edge and limited the program’s growth.

Solution

In early 2002 Career Edge released an RFP for an upgraded website that would allow for all internship hiring and maintenance processes to be handled on the web and so eliminate the manual processes being used. They chose Haven Knowledge Systems Inc., a leading website developer, to design, develop, host, and maintain the new site.

The new website was designed from the ground up using Microsoft web and database technologies. These

technologies are robust, proven, well supported, and well serviced. This reduces transfer risk for Career Edge and ensures that they stay with HKS because of ongoing superior performance rather than switching costs. This also gives Career Edge a low total cost of ownership (TCO) for their web applications.

However, the right base technology is only the tip of the iceberg. HKS worked extensively with Career Edge to ensure the final product met all of their needs.

The Career Edge system is built on top of the HKS WebContent engine, allowing Career Edge to control all content themselves and further reduce external maintenance costs and lower TCO. On top of WebContent is layered the business logic that enables the website to handle nearly 100% of business transactions between users and Career Edge. The end result is an efficient, secure, robust web application with excellent uptime.

Hosting is handled by HKS at its collocation facility in Toronto provided by a top-level ISP (Internet Service Provider) with redundant optical connections to multiple backbones for 100% uptime. The network operations centre has full battery and diesel backup in case of long power outages like the one experienced in central Canada and the Eastern USA in August of 2003.

Benefits

“The work that Haven Knowledge Systems continues to do allows us to be more effective in our day to day operations by driving more business transactions onto the self serve model of the website and providing us with the on-demand reports that help keep our business in focus.” said Lucille Joseph, Career Edge CEO.

The most immediate benefit was the reduction of repetitive work on the Career Edge front line staff. The time that was freed up was then used for higher-level customer service tasks that helped create a large increase in new internships handled by the company. Since Career Edge is funded by each internship placed this represents fresh top-line revenue for the organization. This increase was nearly 50% year to year and is continuing in 2004.

Career Edge continues to add programs, such as Career Bridge, to the portfolio and the website can handle these new programs with ease. Each one can be added for a reasonable capital investment with positive returns in the first year.

The new website has paid back positive ROI to Career Edge in its first year of operation and provides a solid platform for continued growth into the future.