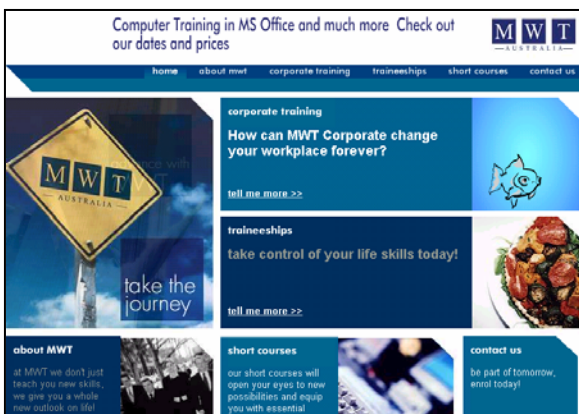


Case Study 12 of 20 eMarketing Industry: Training Services

>> THE BUSINESS

MWT Australia provides flexible tailored training in the workplace and currently offers over 300 courses in hospitality, retail, information technology, pathology, manufacturing & logistics and corporate training. Courses are either government funded or fee payable. MWT Australia has 50 full-time staff, 10 part time and 20 contractors with their head office in Melbourne and branch offices in Sydney, Brisbane and Adelaide.



>> WHAT WAS INITIATED?

In 2002, MWT Australia's makeshift website was replaced with a more sophisticated online tool which better reflected the company's evolution and growing marketing needs.

The new website introduced a range of features and functionality to allow MWT Australia to maximise the impact of the website as an online marketing tool. These features included:

1. List of prospective and current clients
2. Enquiry form
3. Course information and timetables
4. Online registration for courses.

The website also served as an ideal platform to advertise new divisions in MWT Australia such as MWT Corporate and Short Courses together with any special offers.

"MWT Australia has embraced the Internet as an important tool of communication and as a mode of talking to current and prospective clients. It has provided a valuable advertising platform and provides a central reference for both staff and clients."

Peter Kara, Managing Director

MWT Australia's revised website also assisted in a rebranding strategy internally for full time, part time and contracting staff to use the website as an information reference tool.

MWT Australia also sought to have their website indexed by Internet search engines so that prospective new customers could find them more easily.

What is a Search Engine?

A program that indexes documents and then generates relevant matches to it when a user requests a search. Examples of search engines include Google, Yahoo, NineMSN and Sensis.

>> HOW THE TECHNOLOGY WORKS

MWT Australia hired a web design company to construct their new website aiming for optimal professionalism and functionality. An agenda was created to address colour scheme, content, functionality, number of web pages, photographs of trainers and educational materials, a new slogan and finally an eye-catching, original gimmick on the front page to stand out from competitor websites.

A member of MWT Australia personnel acted as a consultant to the web design company to ensure accuracy and uniformity with the company's ethos and vision.

>> RESULTS

In the first full year of operation, MWT Australia's new website was responsible for an \$80,000 reduction costs associated with administration and direct trainer costs. While the positive effects of the website were experienced across all divisions, it was in information technology fee-paying short courses and in corporate soft skill courses such as *Leadership in the Workplace* that the benefits were most noticeable.

There was also a significant decrease in paper-based advertising such as mail-outs and proposals amounting to an annual saving of \$20,000.

After costs were taken into account, the total return on investment was \$76,371.

>> COSTS

In keeping with a tight budget, MWT Australia paid the web design company \$5,500. This expense was distributed evenly across all divisions. Other operational costs were \$7,000 for the Internet Service Provider, \$600 for hosting the website and \$10,529 for external maintenance and support services.

>> CHALLENGES AND PROCESS CHANGE

MWT Australia's new website was used as a catalyst to rebrand all the company's educational and marketing materials. Staff were required to follow a more defined procedure when marketing the company and were provided with a MWT Australia 'marketing pack'. Designated staff members also had to undertake regular updates of the website to account for new courses and special offers.

The improvement in employee morale following the launch of the revamped website was immediate as staff increased the referrals of the website address to current clients.

The rebranding and the new slogan of 'advance' also contributed a new level of professionalism and direction hitherto unforeseen by MWT Australia. The vibrant images and colours of the website were pivotal in differentiating MWT Australia from other education-based websites which were mostly text-based and plain.

>> FUTURE PLANS

Since launching the new website, MWT Australia has decided to continually update the website to reflect changes in various divisions, especially the new corporate entity.

The company plans to hire a full-time marketing person to manage the website and to identify more sophisticated online marketing initiatives. Online training is also expected to begin in the current financial year, allowing students to complete curriculum and achieve accreditation online.

>> REFERENCE WEBSITES

www.mwtaustralia.com

www.google.com.au

www.yahoo.com.au

>> REFERENCE eNOTES

eNote 8: Effective Email

eNote 9: E-Commerce Marketing

eNote 10: Make Search Engines Work for Your Website.

>> E-COMMERCE PROFIT & LOSS ANALYSIS

	2003
E-Commerce Expense Reductions	\$
Reduced Administration costs	34,000
Reduced direct trainer costs	46,000
Reduced paper-based advertising	20,000
Total eCommerce Expense Reductions	20,000
Gross Benefit from eCommerce	100,000
Less: Up Front Fixed Expenses	
Website design and development	5,500
Total Up Front Fixed Expenses	5,500
Less: Calculate Operational Expenses	
Internet Service Provider	7,000
Hosting of Website	600
Server and network support	4,354
External server and support network (in addition to monthly agreement)	6,175
Total eCommerce Operational Expenses	18,129
Total eCommerce Costs	23,629
Total eCommerce Benefit	76,371

MWT Australia
664 Chapel Street
South Yarra VIC 3141
Telephone: 03 9825 5200

For further information go to: www.mmv.vic.gov.au/casestudies

This case study is based on research, opinions and information provided by management of this business which have not been independently audited or verified. Neither APT Strategies Pty. Ltd. nor the State of Victoria makes any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it endorse any company or organisation or other websites or materials referred to. Neither APT Strategies Pty. Ltd. nor the State of Victoria accepts any responsibility or liability in relation to this case study including liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organisations referred to. Professional advice should be sought prior to any action being taken in reliance on any of the information contained in this case study. Copyright State of Victoria 2004