



Helping You Build  
Your Business

Empowering You To  
Manage & Grow

## Case Study

HassleFreeOfficeSupport.com, a new business based in Telford in Shropshire, offers a complete range of secretarial, PA and administrative services client including:

- Copy, Audio and Report Typing
- Correspondence handling including collection of post from agreed location(s)
- Sorting, opening and dealing with post
- Database Population
- Data Entry - information processing
- Telesales
- Purchasing
- Invoicing
- Basic Accounting
- Diary Management
- Telephone Answering
- Travel Arrangement and Organisation
- On-site Hospitality
- Information Distribution - email or post
- Enquiry Handling, Management and Distribution - e-mail or post
- Telephone Investigation of possible areas for new sales activities or marketing campaigns

Prior to the recent launch of the business, HassleFreeOfficeSupport.com was still without a corporate identity including a company name and logo. With a limited budget they needed to find a company that would be able to come up with the creative answers quickly and at the right price. They chose Integrus Solutions.

Integrus Solutions created a long list of possible trading names to choose from all of which related closely to the service to be offered and as the business was going to rely heavily on it's on line presence, the name needed to be the same as the internet URL and subsequently "HassleFreeOfficeSupport.com" was born.

Once the name was settled, a number of logo and Corporate Image designs were drafted for approval and a design incorporating contrasting masculine and feminine colours coupled with an image depicting organisation from chaos was favoured. This was then fine tuned into the logo that gained final approval for the company launch.

"Quality, reliability and competitive pricing were the most important factors when deciding upon a suitable provider" commented Jen Preece, Proprietor of the business, "Integrus Solutions were able to provide all three major elements".

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"Integrus Solutions have met our requirements exactly. We were looking for branding that would have appeal to both male and female clients in equal amounts. It had to be strong without being overpowering. Marketing advice had to be clear, uncomplicated and effective. Web Design is an area that needed special attention and we were not disappointed with the results. Integrus Solutions have risen to the challenge and met our requirements perfectly".

"We needed to work with a supplier that would take on board what we had to say, be reliable and work to a high standard. We also needed to develop a high profile/web presence. This is now happening. Visitors to the new web site have commented on its ease of use, imaginative colour scheme and a design that is easy on the eye. Our profile is growing, as is our client base, all due to Integrus Solutions".

"What is particularly appealing about the products and services provided by Integrus Solutions is their no nonsense yet highly professional approach. Their web site designs are created with simplicity in mind. Ease of use is vital otherwise potential clients are quickly bored".

"At every stage, each product and service was delivered to specification and to the time scales that had been agreed. At no point did we have to chase for progress updates or delivery deadlines".

"As a newly formed company, keeping our set up costs to a minimum was of extreme importance and Integrus Solutions have provided us with superb value for money. We also needed to engage a supplier that would understand our requirements, visualise our objectives and listen to what we needed. They would also have to provide a quality product and service together with value for money. Integrus Solutions did not disappoint. Integrus Solutions knowledge and experience has made the process of branding, web design and marketing very easy".

"HassleFreeOfficeSupport.com continue to engage Integrus Solutions to maintain the web site and we will also engage Integrus Solutions for future marketing campaigns. We feel that with their assistance our business will continue its current success and expand its business boundaries".

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