

EmployeeConnect re-launches website

Sydney, July 1, EmployeeConnect today launched a new brand identity, corporate tagline and website www.employeeconnect.com, designed to raise the company's profile and to communicate the brand's promise to its customers, prospects & partners.

"The website is cleaner, faster, and much easier to navigate, reinforcing the brand values on every page," said Ari Kopoulos National Sales & Marketing Manager. "Our clients, prospects & partners, can get to relevant information with minimal clicks, and with the confidence that fresh content will be updated regularly. The site is also the doorway for our client and partner portal, ecnet. The challenge was to balance the right amount of creativity and our own performance standards to meet market needs. In this regards I think we have succeeded."

The new website was created by Juice Media. "Selecting the right design company was not too difficult," Kopoulos says, "Juice Media stands ahead of the pack for listening, understanding & articulating a solution in a way that exceeded our expectations."

The new tagline, "Think Beyond" reflects EmployeeConnect's position as the Best of Breed provider of Human Capital solutions for strategic HR Visionaries. EmployeeConnect is known as a software innovator with robust high performance solutions. "Our customers are passionate about our solutions, and we want to take this relationship, to a new level. The strategy is designed to inspire a world of "visionary thinkers into going beyond payslips leave requests & time-sheets, and it's just the beginning"

About EmployeeConnect

EmployeeConnect's value proposition rests with its enterprise-wide, integrated workflow engine that will convert any paper-based business procedure into an efficient web-based process. EmployeeConnect's solutions are designed to transform traditional human resource functions into a comprehensive human capital program, delivering strategic, financial & competitive benefits. With a client-base that covers Australia, Asia, Europe and North America, EmployeeConnect is the Human Capital Solution of choice for a wide range of organisations including high-profile global companies as Nortel Networks, AGL, Amcor, BHP Billiton and Singtel Optus.