BCK CONSULTING
PSYCHOLOGISTS TO MANAGEMENT

BCK Consulting uses the science of psychology to produce dramatic, measurable business results. They assist domestic and global partners on issues of selection, individual and team performance, and people systems, providing effective consultation and expert advice on a myriad of business challenges and people performance issues.

TESTIMONIAL

"Great group to work with for our website design. Listened to our ideas and spent a good amount of time really trying to understand what we do... which is sometimes a bit confusing! Highly impressed with final product and we look forward to a long-term relationship with Websuasion."

- Courtney Rabin, Staff Consultant

CLIENT NEEDS

- Website
- Web portal for psychological testing
- Marketing content
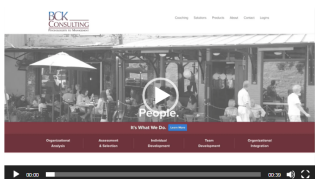- Photography
- Logo for web portal
- Webinar videos

WEBSUASION SOLUTIONS

- Desktop, tablet, and mobile responsive layout
- Web portal with robust functionality for psychological testing
- Marketing copy crafted towards businesses without being technical
- Photo session highlighting team
- Clean, simple logo
- Webinar video production

MARKETING WEBSITE DESIGN

BCK hired us in 2015 to design and build a responsive website that would not only highlight their consulting services, but also reflect the historical roots of their location in Roswell Georgia. Our work included extensive development of the site content. We were challenged to refine a large amount of highly-technical, psychological content down to an easily digestible outline of BCK's consulting services which spoke directly to the needs of their clientele.

WEB PORTAL

In 2016, BCK added a new service called CLEAR Screen. We were contracted to build a web portal that would allow BCK to provide psychological evaluations to their clients' prospective employees. The evaluation results were then to be made available to the clients via email notification allowing their clientele control over hiring status. Ease of use and an intuitive layout was a top priority. The resulting portal gives BCK everything they required, including detailed reporting functionality, user management, results upload, and the ability to send out testing invites to prospects. After a successful first phase, the portal is now being expanded to support customized branding for their clients.

DIGITAL TRANSFORMATION

In late 2018, we were hired to expand the CLEAR Screen system. We transitioned BCK from their spreadsheet-based reporting system to an automated system. It took raw test data and ran the hundreds of algorithms necessary to generate specialized HR hiring reports. The automated system was launched in early 2019 after extensive quality assurance testing.

LOGO DESIGN

With the addition of the web portal, we were asked to create a logo for CLEAR Screen. After several drafts, BCK agreed to a magnifying glass concept which was further revised – culminating in the final clean and simple design which translates well at any size.

PHOTOGRAPHY

We provided photography of BCK's principle staff for use with their website and social media. We shot on-location in Historic Roswell, Georgia where BCK's offices are based.

WEBINAR VIDEO PRODUCTION

In early 2019, we began production on videos for use with live and evergreen webinars for BCK's promotion of CLEAR Screen. Talking head and interview segments were recorded in our video facility inside Pinewood Atlanta Studio Production Centre. The shoots included multi-point lighting, high-resolution audio and 4K video against seamless paper backdrops. The footage was edited and output for 1080p streaming.

ONGOING SUPPORT

On a continual basis, we provide content maintenance, data management, technical support, and hosting of the existing site and web portal.

J. Ryan Williams

J. Ryan Williams is president and founder of The Websuasion Group LLC. He has over 20 years of application development experience. Ryan has experienced the challenges of changing technology and growing a business. Having benefited from mentors throughout his career, he now works to mentor others.