



## Forms for web design agencies - Willow Management

### About the business

Willow Management LLC is an American web design company specialized in websites for small businesses built at a high professional standard. Their creations stand out by their clean design and deep understanding of customer needs. Serving businesses that have never been online before means shaping mindsets. Willow Management is performing consultancy with their own clients and constantly improves their workflow and integrate leading solutions in website design.

### Issue

Every particular business has to be reachable via its website at any given time for quotes, booking information, making donations, scheduling events etc. Having a 24/7 customer service is almost impossible for small companies, so the only viable contact solution are online forms that are manageable on the website's owner side. Colby Clements, the head of Willow Management, searched for weeks to find the right online form builder, just to face the same problem everywhere: lame design, no customizing options. It just wasn't good enough.

### 123ContactForm solution

As soon as Willow Management reached 123ContactForm, they realized it was a perfect match for the projects they were running. All forms could be styled to blend the exact look and feel of each website. 123ContactForm made it possible to embed forms fast and easy as well as to perform any real time updates upon existing forms right in the wizard, without having to repost them to the webpages after changes are made. And offered advanced integrations and user access management.

### Tools used and overall payoff

- All types of forms: payment forms, questionnaires, contest forms, surveys, contact forms
- Subusers for their clients' accounts
- Payment integration, Google Docs synchronization

Willow Management creatively uses 123ContactForm. Beside classical forms and surveys, they also do fancy innovations, such as lightboxes with FAQ (forms with the Submit button removed with CSS). All in all, 123ContactForm brought a major leap in cutting the manual labor Willow Management had in the past.

## TESTIMONIAL

*"123ContactForm is great. Customer service is excellent, their design integration works nicely, pricing is fair. We've been using them for quite a while now. The subuser feature is helpful. At first we signed up for the monthly at 123ContactForm, however that quickly changed after using them for a couple months we switched to the yearly version... since we found our Contact Form solution! "*  
(Colby Clements, owner of Willow Management - [www.willowmanagement.net](http://www.willowmanagement.net))

## Summary

1

ISSUE



2

SOLUTION



3

PAYOFF

Willow Management web design company needed an online form builder that could style forms with custom CSS and integrate with 3rd party apps. They also had to manage complex access permissions for the owners of each website they worked upon.

With 123ContactForm the company optimized the process of building forms for any website purpose. The service met their needs in both functionality and aesthetics of the final output. No coding, just design.

Visitors of the websites Willow Management creates now have a practical way of getting in touch with the companies and the design team could save many hours of their working time, which left more room for creativity.