



NUMAC DRILLING LAUNCHES NEW WEBSITE

Built with the end customers in mind

Media Release

Numac Drilling today launched its new website, re-built from the ground up to provide a valuable resource to new and existing customers.

"On one hand we wanted to spread the Numac Story to potential customers in new markets," explains CEO Ross Raymond. "On the other we wanted to enhance functionality for existing customers."

Progressive in its design, the website allows Numac to continually update content. Customers benefit from up-to-the-minute information about new product developments, industry changes, and details of Numac products and services. Of special note are the company's new ISCO (Insitu Remediation & Chemical Oxidation) Remediation System, and their unique [Safety Drill Management System](#), designed to identify and manage a project's risks, and protect both the customer's and Numac's people.

"Numac is a specialist provider of drilling and remediation services to environmental and geotechnical consulting firms across the eastern seaboard of Australia," explains Ross. "While communicating this is important, we also wanted to convey what really makes the difference: our people, and their ability and willingness to go the extra mile. We wanted the website to give professionals who engage our services a real sense of how highly we regard strong working relationships."

Numac has included a comprehensive list of customer [success stories](#) on the new website, providing first-hand insights to give new customers the confidence and information to make an informed decision about using Numac. "It's a great way of letting potential customers—particularly disgruntled customers—know there is a better alternative out there," says Ross

“The people we deal with are experts at what they do,” he continues. “As environmental and geotechnical professionals they have an intimate knowledge and understanding of what they need to achieve and what they are asking us to do. As such, we are united in purpose, each complementing the other through a process of clear, respectful communication. Before a single grain of soil is disturbed, we work together to set the foundation of a mutually beneficial partnership. The website needed to underline this and reflect our professional approach and commitment to the industry.”

A burgeoning national company, Numac views the website as an efficient way to engage a wide variety of stakeholders. With this in mind, a lot of thought went into the site’s functionality. Customers, especially those using the site as a workflow tool, will benefit from simpler navigation and revamped tools for getting quick estimates and booking projects. A new dedicated 1300 number has been included for customer convenience. And customers can sign up on the home page to receive the company e-newsletter, featuring tools, resources and stories of interest.

“Our website reflects not only our focus on customers,” says Ross, “but our reputation as an organisation which does things differently. We’ve got plenty more innovation ahead of us, and the new website is the perfect forum to bring it to our customers.”

Website URL: www.numac.com.au

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