

January 24, 2024 - February 28, 2024

Company updates and opportunities for WPRiders team members

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WPRiders updates
January 24, 2024 - February 28, 2024

WPRiders updates

- We launched Custom Web Design services.
- We decided to stop our collaboration with Alex Cimpoeru because there were delays and he became unresponsive.
- Lidia migrated our CRM from Active Campaign to PipeDrive.
- Gabi Balint has 2 years with WPRiders! 🎉
- Oraldo has 2 years with WPRiders! 🎉
- Andrei has 6 years with WPRiders! 🎉
- We have 30 active clients.

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We have a new review



Daniel Sweet

Sr. Marketing Manager

5/5 | February 21, 2024

9/10

Likelihood to Recommend

see more ratings

Reviewer Source: UpCity

WPRiders is a great organization. They've been a huge help with our web development efforts through WordPress. Everything is completed in a timely fashion and is professionally coded. High praise for Oraldo and Gabriel!

Cost(s) Paid

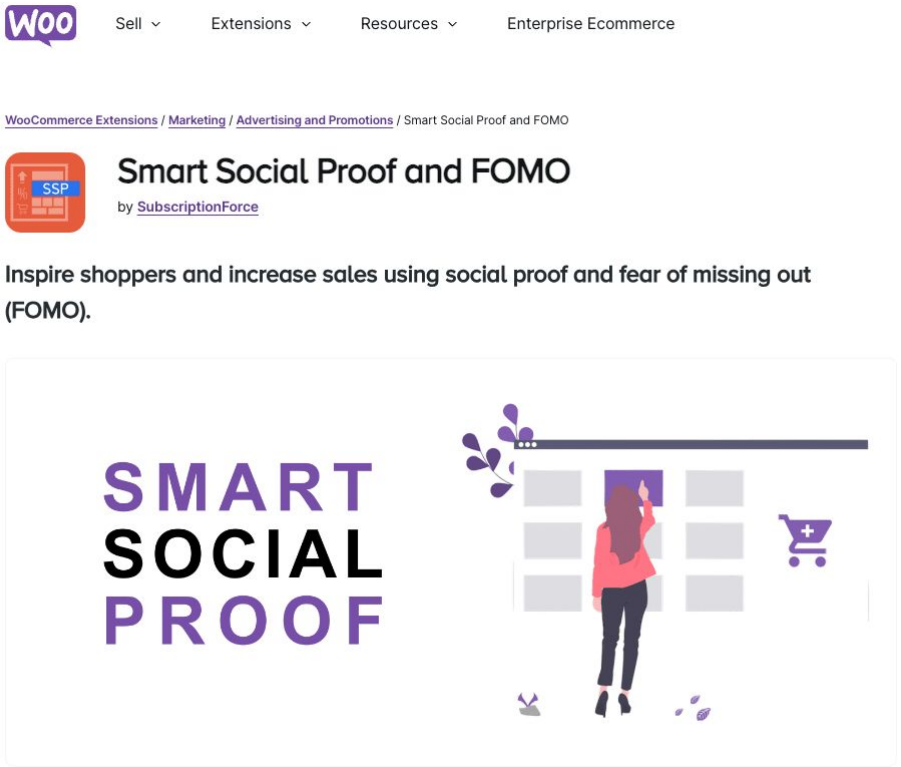
$1,000–$2,000 monthly

Service(s) or Product(s) Considered or Purchased

WordPress Development

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Our new plugin has been approved on the Woo marketplace!



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NEW CLIENT: Andreoli Software

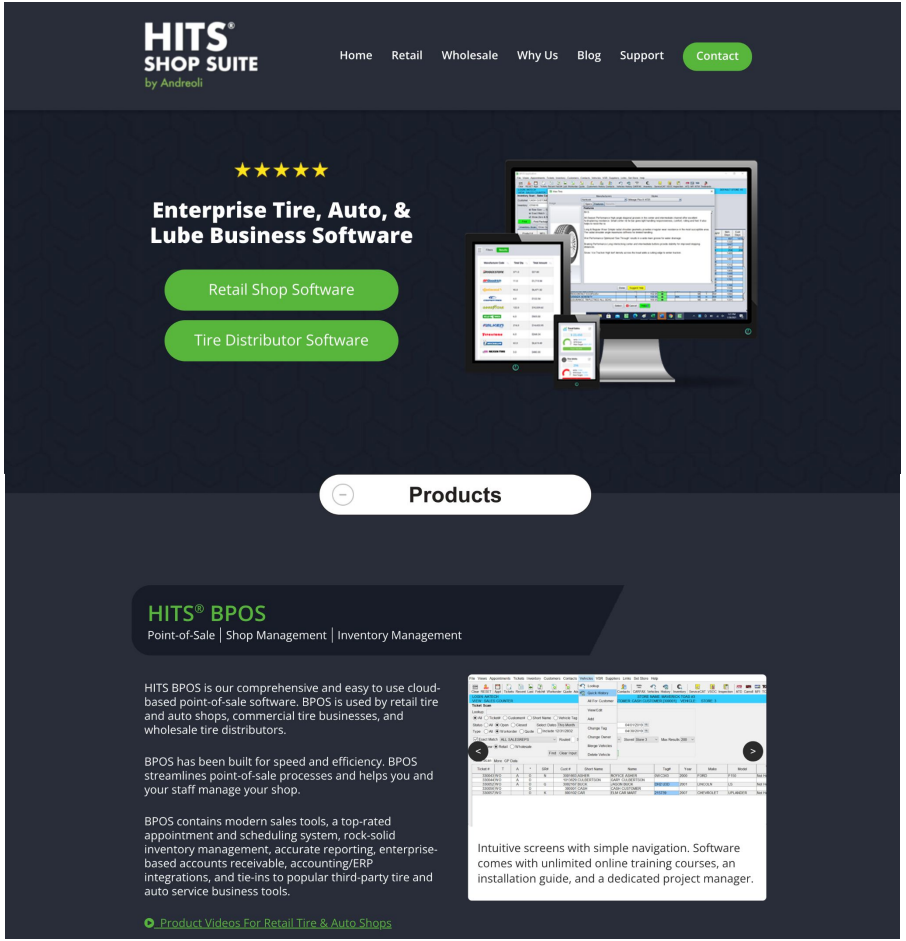
https://hitstiresoftware.com/

Cutting edge, cloud-based point-of-sale, inventory, and e-commerce software for the tire and automotive professional!

Andreoli Software provides business software solutions to the retail, commercial, and wholesale tire & auto service industry.

They currently have a B2B e-commerce WordPress theme that is currently used by 50 unique tire distribution companies.

The client is looking to create a B2C WordPress theme for automotive shops, as an initial build along with ongoing maintenance plan for this project.



Opportunities for you

Learning & Innovation - learn and create a showcase project for:

1. **Vector databases and embeddings (AI)**
2. A custom GPT chatbot
3. A Laravel based Saas + web service + headless front-end.
4. A .NET based Saas + web service + headless front-end.
5. **An AmazonWS based Saas + web service + headless front-end.**
6. **A Shopify app.**
7. A Shopify theme.
8. A Webflow theme.
9. A Webflow extension.
10. **A mobile app (maybe Flutter or other technology).**

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Opportunities for you (continued)

We need:

- **1 Technical Consultant** (contractor) - will provide advisory for our customers
- **1 Content marketing specialist** (contractor) - for our blog
- **1 Social media specialist** (contractor) - for our social media
- **1 Email marketing specialist** (contractor) - for our upcoming newsletter
- **1 Support person** (contractor) who can answer tickets and perform small technical tasks on the US time zone between 6 pm Romanian and 2 am Romanian time.

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1. You can take AWS technical and commercial trainings and certification exams here.
2. If you need hardware, or software licenses, or even glasses so you can do your job better, please contact Alexandra.
3. If you want to read a book, or take a course, and want us to buy it - tell Alexandra.
4. If you refer somebody and we hire the person, you get a bonus after the trial period.

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How do we get there? WPRiders accountability chart

Covered
Partially covered
Uncovered

<table>
<tr><td colspan="11">General Manager</td></tr>
<tr><td colspan="5">COO

Technical Manager (Mihai)</td><td colspan="3">Sales Manager</td><td>Marketing Coordinator</td><td>HR Development

Recruiting

Team cohesion</td><td>Administrative & HR Manager

Accounting & Legal & Financial</td></tr>
<tr><td colspan="2">TEAM 1
CSM 1 - Customer Success Manager</td><td colspan="2">TEAM 2
CSM 2 - Customer Success Manager</td><td>Technical Consultant</td><td>CRO expert</td><td>Technical Sales Support (Oraldo, Dragos)</td><td>Sales Account Executive</td><td>WordPress Business Analyst</td><td>Content marketing specialist, Social Media sp., Email marketing sp.</td><td>Technical Recruitment (Mihai)</td></tr>
<tr><td>Developers x3</td><td>Tester x1</td><td>Developers x3</td><td>Tester x1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
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Our values - What we are not going to compromise on



1. Accountability - We do our job well and pride ourselves on our reliability. We work efficiently because we believe it is up to us to deliver results as promised.



2. Integrity - We follow one simple rule: *always do the right thing*. We are honest and open. We keep our promises and treat our customers and colleagues just as we would want to be treated.

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Our values - What we are not going to compromise on



3. We grow together - We grow together by listening, learning, innovating, sharing insights, creating connections, and helping each other. We foster a culture of collaborative growth and success.



4. Contribution - We are committed to positively impacting society at large, educating our community, and creating a lasting, beneficial footprint by 'paying it forward’.

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Where do we want to go? -> Our vision

To be the **trusted partner** for

complete web design and

development services;

to **innovate** for ourselves

and our customers.

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Mission & goals for 2024

- Reach 40 customers who stay with us for at least 12 months.
- Keep a Net Promoter Score - NPS of at least 9.
- Finish 2 innovative initiatives or projects.
- Launch 5 complete websites.
- Launch 1 non-WordPress project.

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“Success is often achieved by those who don't know that failure is inevitable.”

~ Coco Chanel

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