



"We are thrilled with the result of our combined effort..."



Success Story: Comprehensive Web Site Redesign, CMS Enhancement and Upgrade

Summary:

TerpSys[®] totally revamped the client's Web site with a bold new look, a state-of-the-art Content Management System (CMS), an integrated single sign-on system, and advanced Google Analytics.

Client: Renal Physicians Association (RPA)

RPA is a national medical specialty association that represents and serves the interests of nephrology practitioners in their pursuit and delivery of quality renal care.

Objectives:

- Enhance site's operational efficiency via a new CMS and advanced analytics
- Offer online tools to attract new members and retain old ones
- Increase site's ease of use and integration with other client systems
- Boost sales of client products and services



Increased Operational Efficiencies

Challenge

RPA's existing Web site, although state-of-the-art when first created, had fallen behind the times. The key task of modifying "members only" site content was a slow and labor-intensive process that could not be handled in-house by the client's staff. The site was poorly integrated with RPA's Association Management System (AMS), resulting in frequent errors when users logged in or out. Compounding these shortcomings was the fact that RPA could not maximize the site's value to its members by determining which of its online tools and services were being used by them, as opposed to use by the general public.

In addition to these purely technical needs, the site lacked an all-encompassing vision for its aesthetic design. Different areas of the site featured radically different design themes, color schemes and organization. While some of these were individually attractive, the overall effect was did not contribute to strong brand identity.

Solution

Content management was problem number one – and TerpSys solved it at a stroke by implementing a highly capable Ektron CMS that allowed RPA staff to easily update all Web site content – including in both member and non-member areas of the site. Integration between the site and the client's IMPAK AMS was achieved via a "single sign-on" solution devised by TerpSys which eliminated the "sign in/sign out" errors that had plagued the previous site

The new site offers community-based tools that increased member participation by allowing members to request calendar events and submit queries for inclusion on the FAQs page.

From the client's standpoint, one of the most valuable changes to the site was the implementation of advanced Google Analytics allowing RPA to track marketing trends for its products and services, as well as distinguish between member and non-member site activity. This was capped by a fresh, bold and attractive new site design reflecting both the RPA brand used in other RPA communications.

Results

- Delivered .NET based technical solution and visually attractive design
- Enhanced both user community involvement and client's ability to manage site content
- A delighted customer:

"The TerpSys team made the Web site design process understandable and enjoyable. Their professional and knowledgeable staff broke down the complex elements of Web redesign into manageable baby steps over the 11-month process. We are thrilled with the result of our combined efforts!"

– Dale Singer, MHA,
Executive Director,
Renal Physicians Association

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