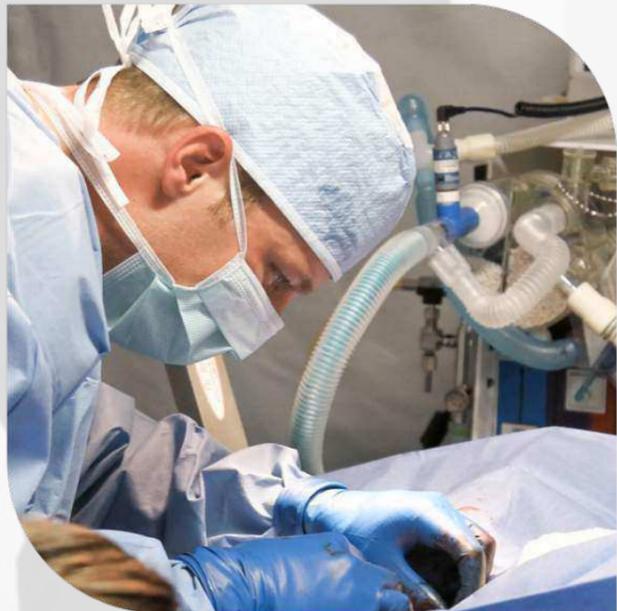


DELIVERING PERSONALIZED INTERACTIONS WITH  
**SITECORE CMS**



USA | UK | UAE | India | Singapore | Australia



## PROJECT OVERVIEW

With advanced content management, integration, and security features, Sitecore CMS was the preferred choice for a leading healthcare organization looking to revamp their website. They partnered with QBurst to put in place a centralized content management system that would enable contributors from various departments to better manage web content. QBurst rebuilt and integrated their website on the Sitecore Experience Platform, optimizing web and content operations.

## CLIENT PROFILE

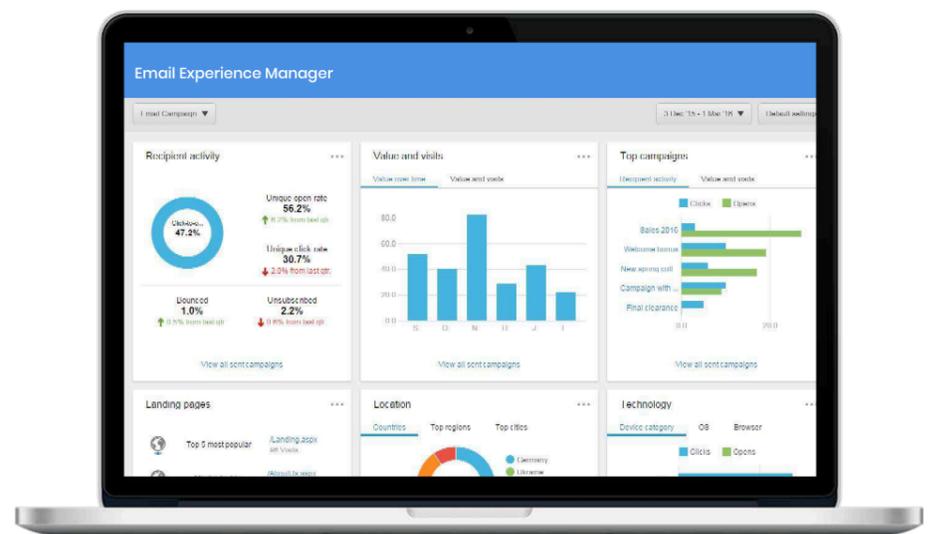
Our client is a leading healthcare organization comprising an academic medical center and six community hospitals spread across the United States. The hospital was founded over a century ago and has emerged as 'one of America's Best Hospitals' with multiple specialty divisions.

## BUSINESS CHALLENGES

- ❖ The need for a unified and secure platform to overcome scalability and flexibility issues
- ❖ The legacy CMS was outdated and lacked features such as advanced search, analytics, and multilingual capabilities
- ❖ Lack of a messaging tool to connect with end users

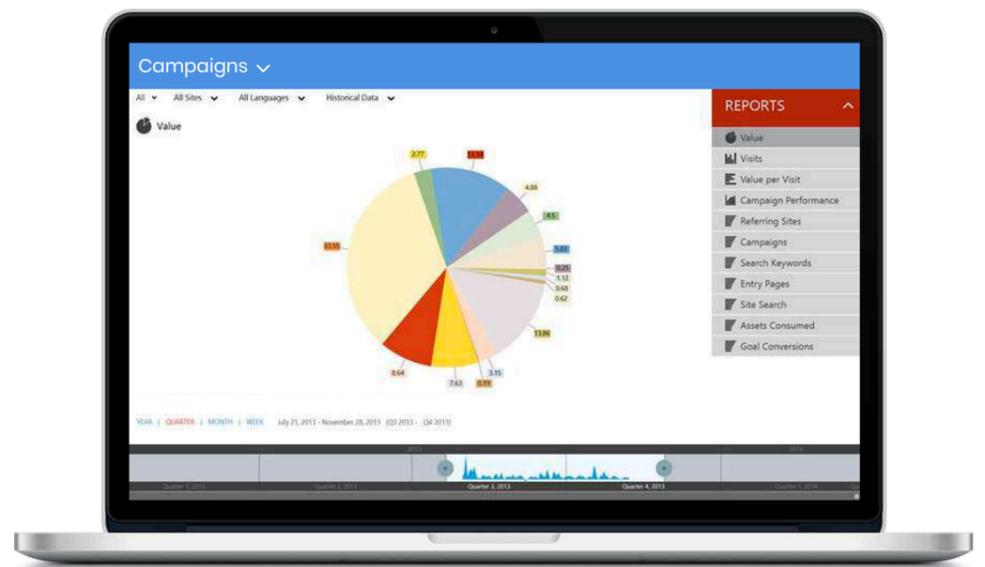
## QBURST SOLUTION

Using Sitecore Experience Platform, we migrated high volumes of content from legacy systems and developed a fully responsive website with over 2000 pages. Using less than 50 components, we created templates that enabled content authors to put together pages that go through a highly efficient workflow before being published. Sitecore's Experience Database (xDB) tracks visitors and provides accurate results on the Sitecore Analytics dashboard. Sitecore Email Experience Manager (EXM) was implemented to streamline email communication and track performance of marketing campaigns. We implemented personalization at various levels by configuring audience segments to deliver a personalized user experience.



## IMPLEMENTATION HIGHLIGHTS

- ❖ Google Maps integration
- ❖ Coveo search implementation
- ❖ Workflow customizations
- ❖ EXM to send out thousands of email and track progress
- ❖ Social media integration
- ❖ MS Dynamics CRM integration for maintaining user profiles
- ❖ Multilingual support
- ❖ SEO integration
- ❖ Analytics to track website traffic and visitor behavior
- ❖ Web Form for Marketers (WFFM)



## BUSINESS BENEFITS



Significant reduction in time taken for website updates including dynamic sections



Site traffic increased by 55% within two months of implementation



Bounce rate reduced by 40% suggesting higher user engagement



Multiplatform website offering enriched user experience



Actionable analytics helped to personalize email marketing programs

## TECHNOLOGIES USED

- ❖ Sitecore® Experience Platform™ (XP)
- ❖ Sitecore® Experience Database™ (xDB)
- ❖ Sitecore® Email Experience Manager (EXM)
- ❖ .NET 4.7
- ❖ C#
- ❖ MS SQL
- ❖ jQuery



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