



EMPLOYER'S COUNCIL CASE STUDY

Intro / Objectives

Employer's Council aimed to unveil an entirely new brand alongside an improved website that would help increase memberships and create a valuable resource for current members. To achieve this, Bross Group created a comprehensive Sharepoint environment and coordinated with Employer's Council as well as their design vendor to create a robust, rich environment that is easy to use from a website visitor and administrator perspective.

Challenges

Creating the right Sharepoint environment and public-facing website for Employer Council's needs presented a few key challenges:

- 1 Working with another vendor for the design.**
- 2 Effective and consistent communication across all parties.**
- 3 Tight deadline with external pressure.**

Coordinating with another vendor for design created a complex working environment with more moving pieces than normal, but thanks to the teamwork between Bross Group, Employer's Council, and the design vendor we were able to deliver a high-quality product that didn't sacrifice functionality or design in favor of one, creating a rich, easy-to-use experience for website visitors.

Because this project was on such a tight deadline, with the hope for increased functionality, a more cohesive experience, and a more organized and easy to use internal structure, the importance of effective and consistent communication were paramount to this particular project. Bross Group took steps to ensure all key stakeholders were fully informed every step of the way with daily communication and debriefs as the deadline neared.

Part of the process included setting realistic, but ambitious deadlines. Mark Buttice from Employer's Council said their team appreciated the straightforward attitude Bross Group took in helping them determine deadlines and what was really possible given the scope of work. "It launched later than we wanted, but no earlier than it could have. The atmosphere was healthy, we never hesitated to express our feelings and they were forthright with us as well," Buttice said.

Solutions

Bross Group created a custom Sharepoint environment that suited their needs and developed as well as launched their public-facing website. This was accomplished by implementing custom content types, workflows, other custom elements, a member management system and integration with their Wordpress site (blog), as well as the addition of a course catalog.

The custom workflows helped streamline business processes internally, making it easier for the Employer's Council team to update various parts of the website, add new content, and keep the content users see consistently fresh, up-to-date, and pulling from various integrations to ensure truly current content, with the most important prioritized properly on the available page real estate.

"Their methodology and processes are stronger than many companies, and as strong as I've seen anywhere else." - Mark Buttice, Employer's Council

Working together was made simple and effective thanks to the time invested up front to ensure a deep understanding of the project's goals, what Employer's Council was asking for, and how it would impact their business. By taking the time to understand, design out, coordinate with all key stakeholders, and prototype the solution before implementing it, we were able to create the exact system with intuitive architecture and ease of use for both internal and external users of the site.

Results / Conclusions

Since launch, Employer's Council has received positive feedback on the site, but even more exciting is the *uptick in traffic, SEO rankings, time on page, and memberships.*

"The value of the website in our members' minds has grown and will continue to grow - we wanted to give them something that matched the quality of everything else we do here, and I think we did well with that." - Travis, Employer's Council

Because of the influx in traffic to the site, the positive experience users have when navigating the new site, and the ease of use for Employer's Council team members to update the information on the site and communicate with one another, the new site has helped them gain new members, which was their overarching goal for the project.