

Case Study

Farmers Telephone Cooperative

www.ftc-i.net



Industry

Non-for-profit / Charity

Partner

Bluekey Web solutions

341 E Bay St

Charleston

29401

South Carolina

www.bluekeyinc.com

John Mulvey

john@bluekeyinc.com

Background

Farmers Telephone Cooperative, Inc. is a local, multifaceted telecommunications company serving more than 60,000 customers throughout the midlands of South Carolina. FTC provides cutting-edge technology to businesses and residents and has evolved into a state-of-the-art organization, offering phone, digital TV, Internet, security, and wireless. The site needed to engage potential customers as well as improve the company's ability to cross-sell its core products to existing customers. To do this, they looked to BlueKey to craft a website experience that engaged users and facilitated conversions...ultimately generating more business.

Goals and Challenges

Farmers Telephone Cooperative looked to BlueKey to create a user friendly experience for new and existing customers in order to facilitate navigation through the customer lifecycle including: research, purchase, and account management. The site needed to improve the company's ability to cross-sell its core products by providing information in an organized and easily searchable way utilizing a content management system to facilitate updates and site management.

Solution

BlueKey worked closely with the FTC team to develop a comprehensive solution that met their key challenges and provided room for future growth. The website was built upon Kentico CMS v8 and provided robust tools for non-technical staff to manage all website content. In addition, the website:

- Structure encourages navigation through the customer life cycle
- Fosters lead development with calls to sales representatives
- Improved customer account management without the need to call the call center
- Faceted keyword search incorporating predictive type-ahead technology
- The Kentico CMS provides for granular site management that ensures maintenance is sustainable and not overly time-consuming for staff

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Results

FTC experienced the following dramatic improvement in user engagement and site traffic:

- 36% increase in organic traffic
- 40% increase in top 20 search terms
- Increase in website leads

Key criteria for using Kentico

In addition to the reasons stated above, BlueKey & FTC chose Kentico for the following reasons:

- The enterprise capabilities of Kentico such as scalability, extensibility, and robust development framework
- The flexibility the CMS provides with regard to visual design and SEO
- Workflow capabilities
- Licensing costs and upgrade options



The screenshot shows the FTC website homepage. At the top left is the FTC logo. To the right are social media links for Facebook and Twitter, a "Sign Up for Newsletter" link, and links for "About FTC", "Careers", and "ftcnow.com". A search bar is present with the phone number 888-218-5050. Below the navigation bar is a large hero image of a hand holding a tablet displaying a deer in a forest. A text overlay on the tablet reads "Game Cam Scout Service" and "Receive REALTIME photos and videos from your GSM game camera to any smartphone, tablet or PC. Get in the hunt for \$10 per month." Below the hero image is a horizontal menu with items: "Free Security System", "Game Cam Scout Service", "FTC Freedom", "Games of the Week", and "Gig Internet". At the bottom, there are six service tiles: "PHONE" (woman on phone), "DIGITAL TV" (man at computer), "INTERNET" (family at table), "SECURITY" (man with dog), "WIRELESS" (man in suit), and "BUNDLES" (couple smiling).