# Case Study

## Farmers Telephone Cooperative

**www.ftc-i.net**

### bluekey
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## 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 impropriating 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