# Case Study

## Usdaw

www.usdaw.org.uk

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DIGITAL INTELLIGENCE

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Trade Union

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## Background

Usdaw is one of Britain's largest trade unions with over 432,000 members nationwide. They recruit, organise, and represent workers in the retail, distributive, manufacturing, and service sectors for the purpose of securing the best possible terms and conditions and providing support and protection at work.

Following the discontinuation of the Immediacy CMS, Usdaw were looking to build and migrate existing content to a new platform.
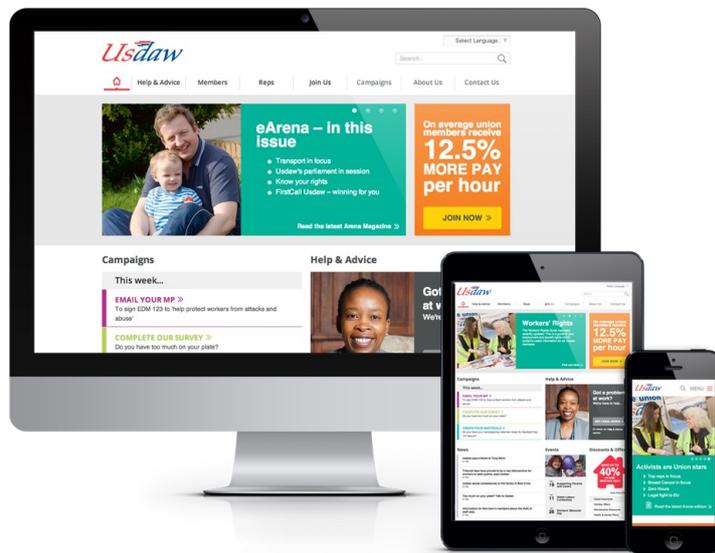
## Goals

The purpose of the website is to support Usdaw's business objectives. The objectives specifically of the website are therefore to:

- Drive new membership applications
- Offer streamlined online processes that reduce overheads (such as online joining via direct debit)
- Communicate the corporate proposition
- Address the needs of all audiences with the focus on Members and Reps
- Effective promotion of campaigns
- Provide workplace representative support
- Social sharing to promote campaign awareness and member benefits
- Provide a device-accessible offering through responsive design
- Improve the user experience – particularly through the search and navigation

Longer term, the website objectives are to:

- Enhance relationships with members and Reps through engagement and personalisation – to ensure targeted communication
- Improve content offering

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## Challenges

Changing the approach to content creation and curation within Usdaw was the most significant challenge for the new website.

Usdaw hold a lot of valuable information in print publications. In order to support user's preferences for search facilities and assist with SEO rankings, Reading Room encouraged Usdaw to surface this information directly on to the pages of the website. This change in approach was a significant, time-consuming change for Usdaw that is ongoing and had to be considered within the resource and structural constraints of the organisation.

The next big challenge for Usdaw is in preparing the membership system for integration with the website to facilitate added value to users through personalisation and profiling.

## Solution

Upon assessing Usdaw's requirements for a website platform, Reading Room felt that Kentico was the ideal fit in terms of functionality, performance, budget, and scalability.

By marrying out-of-the-box functionality with customized features, Reading Room were able to implement a conversion led, flexible design that addresses the business objectives.

The new website enables topic-led organization of publications; joining searchable web page content with an aggregated area of related and supporting materials.

By purchasing the Kentico EMS, Usdaw are prepared to serve their users better through the marketing suite. Opening up opportunities to integrate their CRM and emails for added service benefits.

## Results

- Increase in traffic specifically on mobile from 34% to 54.97%
- Increase in average visit duration from 1m 22s to 3m 20s
- Increase in unique visitors on the website from 125,748 to 162,602
- Decrease in the website's bounce rates from 47.49% to 46.59%

## Key criteria for selecting Kentico

- Re-use of modules
- Ease of use
- Integration with other third party systems
- Marketing suite
- Budget
- Lucene search