

Case Study

Studer Group

www.studergroup.com



Industry
Healthcare

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Background

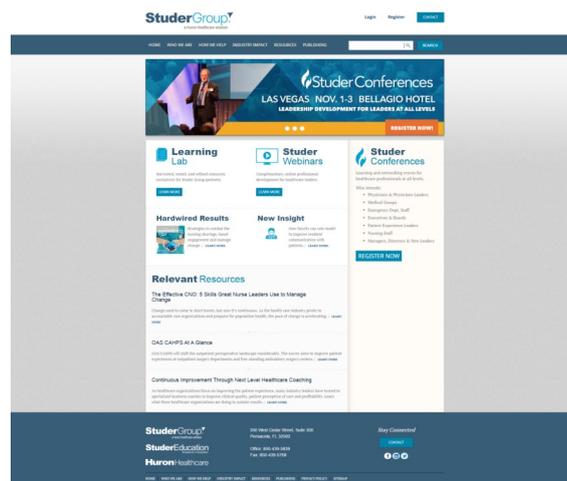
Studer Group works with healthcare organizations in the US, Canada, Australia, and beyond to help them achieve and sustain exceptional improvement in clinical outcomes and financial results. A Huron Healthcare solution, Studer Group partners with organizations to build a sustainable culture that promotes accountability, fosters innovation, and consistently delivers a great patient experience and the best quality outcomes over time. By installing an execution framework called Evidence-Based LeadershipSM (EBL), organizations are able to align goals, actions, and processes—and execute them quickly. This framework creates the foundation that enables transformation in this era of continuous change.

Goals

Studer Group required a more effective way to reach potential customers. They engaged the Bit-Wizards team for a second time to upgrade their Kentico website, execute a CRM integration, and build out customized marketing features in Kentico. Studer Group's marketing team also required training on the use of the marketing features of the Kentico Integrated Marketing Solution so they could execute the necessary marketing activities to reach their business objectives.

Challenges

Studer Group is an organization that has a challenging marketing problem in that they sell contracts to hospitals where it is not easy to communicate directly with decision makers. Over time, they realized they needed to market to influencers instead and nurture those individuals until they started selling Studer's services for them within their organization. To do this, Studer Group engaged the Bit-Wizards team. There were a number of phases to this project. Two of the most challenging would prove to be the tracking, scoring, and aggregation of scores for contacts across two websites and also the necessity of large-quantity contact import functionality.



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Solution

The two websites for Studer Group (www.firestarterpublishing.com and www.studergroup.com) were originally designed and developed by Bit-Wizards in 2013. In 2016, Bit-Wizards migrated all of the content, structure, and custom code from the current Studer Group Kentico 7 site to a brand-new instance of Kentico 8. They then upgraded the site to Kentico versions 8.1 and 8.2. The site and code were restructured and reorganized to take advantage of the new Kentico features and enhancements for Microsoft Azure deployments.

In addition to the new version upgrades, the user interface for the Learning Lab on the main Studer Group site was redesigned and redeveloped. Elements of the main home page were updated to be more mobile friendly using responsive design, development, and bootstrap. The entire site search across FireStarter Publishing and the Studer Group site was redeveloped and configured with specific, targeted page-by-page indexing to yield better search results for customers searching for specific assets within the Learning Lab Portal.

Additionally, the tax calculations for products was rewritten to US-based standards for rounding and accuracy. Enhancements were made to the Microsoft Dynamics CRM and Dynamics SL integrations as well as preparations for a Type II SOX Audit.

To prepare the Studer Group marketing team to use the Kentico platform, Bit-Wizards held a series of training sessions. These sessions started with the basics of how the platform works before going deeper into each of the modules. The initial focus of this training was centered on Contact Management and Email Marketing. But as their marketing team learned about the features of the platform, their needs grew, and the Bit-Wizards team then moved on to educating them on the Marketing Automation and Lead Scoring features of the platform, as well.

Along with educating the marketing team, the Bit-Wizards development team also built a custom solution to ensure that the website tracked scoring and activities for contacts across both websites. This solution required the use of global contacts to connect the contact records for each site. The Bit-Wizards team also wrote custom code to aggregate lead scores across both sites into one master score so the Studer team could have an accurate view of their customer engagement.

In support of the new marketing system, Bit-Wizards built out a contact nurturing plan that included custom segmentation of contacts. They also created multi-touch email marketing campaigns as well as marketing automation processes to execute the campaigns. The necessary lead scoring rules were then set up to identify the contacts that demonstrated a high level of interest or intent. Lastly, a combination of the Kentico Integration Bus and Scribe was used to create a CRM integration. This integration passes over the contact data to the business development team for leads that demonstrate interest.

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Lastly, Studer Group required the ability to import tens of thousands of contacts per campaign from Microsoft Excel files. Some of these contacts already existed in the Studer Group system, so Bit-Wizards built an import process that updates existing contacts, creates new contacts, and segments the lists appropriately for easier campaign execution.

Kentico Marketing Features Implemented

- Contact Management
 - Contacts
 - Global
 - Site-specific
 - Merged
 - Accounts
 - Global
 - Site-specific
 - Subsidiaries
 - Merged
 - Contact import
 - We built a custom module and leveraged the existing one in v8
 - Activity tracking
 - Native and custom activities
- Contact Groups
 - Manual groups
 - Dynamic groups based on both native and custom macros
- Marketing Automation
 - Using both native and custom actions and triggers
- Email Marketing
 - With and without A/B testing of email subjects
 - Subscriber import
 - Open and link tracking
- Conversions
- Web Analytics
- Lead Scoring
 - Using native scoring abilities as well as custom rules based on custom macros
- Content Personalization

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Technologies Implemented

- Azure Storage
- Azure Cloud Services
- Azure Database
- Azure IaaS
- Azure SQL Database
- Azure Virtual Network with VPN connection
- SendGrid
- Microsoft Dynamics CRM
- Scribe

Bit-Wizards Services

- Software Integration
- Enterprise Custom Software
- Cloud Infrastructure
- Digital Marketing
- Kentico Development
- Microsoft Solutions Development

Cloud Tech Used in this project:

- Azure Storage
- Azure Cloud Services
- Azure SQL Database
- Azure REDIS Cache

Other technologies used in this project:

- AS400 Integration and Syncing
- Authorize.NET
- JQuery
- HTML 5.0
- CSS 3.0
- Google Analytics and E-commerce
- Responsive Design and Development

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Results

The initial results from this project are that Studer Group's marketing and business development teams have a complete view of their lead activities and can take action on the information they gather from the lead scores. This solution saves both teams a vast amount of communication time simply because the website is performing the lead identification for them based on all the automation built right into this solution. Thanks to the integration, the marketing team is now sending an average of 100 sales-qualified leads to business development each month, and Studer Group sees consistent growth as a result. Studer Group has executed 50 multi-touch email campaigns and built out ten marketing automation processes on their own with the knowledge learned through Bit-Wizards's training.

Key criteria for choosing Kentico

Studer Group is a long-time customer of Kentico and Bit-Wizards. This project is part of the on-going focus to build out the features within the Kentico platform so they can fully optimize their use of the platform.