

Case study

MEM speeds up campaign creation and personalizes content



HP TeamSite modernizes content platform to deliver operational benefits

Industry
Insurance

Objective

Create content based on user profiles, and improve the ease and management of content creation

Approach

Worked with Klish Group, an HP Software partner, to design and manage its TeamSite modernization project and also design and implement comprehensive targeting for its websites

IT matters

- Reduced reliance on IT department to manage and maintain changes, putting marketing in control of content
- Created a roadmap for online development, and dynamic targeted content

Business matters

- Simplified functionality allows faster on-boarding of new contributors
- Enabled the loading of dynamic, more relevant content through clearer understanding of user profiles



“Our online presence is now so much more dynamic. Our content providers understand how easy it is use HP TeamSite, and there is no need to use a developer to get most things done. TeamSite is designed for marketers and our content management process has greatly improved. Thanks to Klish Group our IT department can spend more time on other business needs while our targeted content offerings increase.”

– Heather Hubb, online marketing specialist, Missouri Employers Mutual



Improving workplace safety

Missouri Employers Mutual (MEM) is Missouri’s #1 provider of workers compensation insurance. Part of its mission is to improve workplace safety across the state, and its websites are a key part of its communications strategy. HP TeamSite enables MEM to easily deliver engaging, dynamic and targeted content so that users quickly find relevant safety information.



Challenge

Creating safer workplaces

Missouri Employers Mutual (MEM) and fellow workers' compensation insurance firms are helping to insure safer workplaces in the US by providing current, necessary information to employers around the country. Before the start of the Occupational Safety & Health Administration (OSHA) in 1970, employees were at risk in their jobs, but now it has seen a decrease in deaths, injuries and claims.

Healthier workers, lower premiums

MEM is Missouri's #1 provider of workers compensation insurance, a position it has held since its foundation in 1995. MEM has 14,500 policy holders, but its mission has never been solely to focus on numbers. "Our vision is safe, healthy and injury-free workplaces," says Heather Hubb, MEM's online marketing specialist. "More than 80 percent of our policyholders are injury-free in a typical year, and that's a figure we're extremely proud of."

For MEM, success is as much about providing affordable insurance to those who most need it as keeping workers and employers up-to-date with the best health and safety advice. "A safer workplace is good for business," says Hubb. "It's better for employee health and morale, and it leads to lower insurance premiums."

The company promotes this message through print, billboard, online advertising, social media and one-to-one marketing, but the best source of timely, accurate safety information is found on the MEM websites: mem-ins.com and worksafecenter.com. For Hubb, the challenge is to make both sites relevant, engaging and authoritative: "We already have a wealth of content. We wanted to make it easier for visitors to find the content that is most relevant to them, and to make it easier for us to publish dynamic content. Also, the better we understand our users' content requirements, the better we'll be at creating new content."

Solution

Creating personalized experiences

MEM has used HP TeamSite and LiveSite since 2009, when it moved its sites off an in-house system. By 2013, Hubb says, the business was ready to upgrade to a new version of TeamSite to take advantage of its segmentation capabilities: "The priority was to learn more about the sites' users, and to tailor content more effectively."



Hubb recognized this was not a project her team would be able to manage itself: “We saw this as an opportunity to learn more about site management, to ask questions and to up-skill the team. For that to happen it was best we worked with a specialist provider.”

MEM was pointed towards Klish Group, a technology services and software company specializing in marketing optimization solutions from HP. “They were brilliant. They listened to us, developed an implementation plan and helped manage the technical solutions for the entire project,” says Hubb. “At no time did we think it wasn’t a great partner.”

MEM engaged with Klish Group in 2013 and worked side by side to develop 11 user profiles, based on site visitors’ industry, role and content requirements. These profiles are then used to channel the most appropriate content; a cookie on the site means return visitors are met with the correct content. Klish also worked with Hubb and her team to implement targeting and get the most out of the upgrade.

Benefits

Forming a better understanding of its users

“We were already convinced by TeamSite and HP,” says Hubb. “It was important we had a solution that would grow as we grew. It was clear HP had a development roadmap for TeamSite, it’s a solution for the long term.”

“Almost immediately after project completion,” Hubb says, “the business started to benefit from greater user insight. We have 250 email addresses we wouldn’t have had previously, and profiles of more than 750 visitors. This is all invaluable information for our marketing, loss prevention and content creation teams. TeamSite delivers data that is far more useful to us than blunt Google™ analytics.”

Streamlining digital content delivery and campaign execution

Visitors having direct access to the most relevant content means MEM is maximizing the value of its content library. It is now faster to load new content and repurpose existing content. “We developed a campaign around ‘slip, trip and fall prevention’ using five targeted industry pages and 125 pieces of material. Previously it would have been very difficult to organize and upload such a targeted campaign in such a short space of time.”

Customer at a glance

Application

- HP TeamSite
- HP LiveSite

A better understanding of users' requirements is also filtering through to the wider business. Hubb says this insight has informed email and billboard campaigns: "Having a clearer idea of the issues visitors are most interested in helps us focus our message. Not only does TeamSite make it much easier to edit or upload content, but we were not wasting time creating content that isn't relevant. Our efforts are spent producing content we know people want. It's saving us time twice over."

Ease of use improves productivity

"Also, we're not a large organization, but we're a growing one. One of the things we liked most about TeamSite was the ease of use. TeamSite has the functionality we needed, and is very simple for new contributors to pick up. I'm not having to spend a great deal of time training staff. That's important when we know we'll be bringing in new people."

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— Heather Hubb, online marketing specialist,
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She says the TeamSite upgrade has lifted the expectations across the entire organization. "Our online presence is now so much more dynamic. It's clear that our content providers understand how easy it is to use TeamSite, and that there is no need to use a developer to get most things done. HP TeamSite is designed for marketers and we learn more about its possibilities all the time."

Hubb admits MEM is yet to take full advantage of TeamSite features: "I'm looking forward to learning more about scheduled content updates. This will remove another manual process and save us more time. We're also talking to Klish about content optimized for mobile devices. Again, the analytics tell us not everyone is viewing our sites from a desktop. As a marketer, the possibilities excite me."

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