



CUSTOMER CASE STUDY



DENVER
THE MILE HIGH CITY

SUMMARY



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CUSTOMER	City and County of Denver
WEBSITE	www.denvergov.org
COUNTRY	United States
INDUSTRY	Government

CUSTOMER PROFILE

Denver—known as the “Mile High City” for its altitude—is a consolidated city-county and capital of the state of Colorado. It has about 600,000 residents.

PARTNERS



PRODUCT IMPLEMENTED



City and County of Denver Streamlines Web Presence to Enhance Customer Service

Like other municipalities across the nation, the City and County of Denver has seen incredible growth in the use of the web for providing information and services to constituents. To streamline the number of portals and pages and improve the look and feel of Denver’s government web presence, an IT team used DNN to redesign the site with a cleaner design, easier navigation, and tools that make it easy for authorized editors to create and post content. It also created a new customer portal that is steering constituents to web-based support and away from costly telephone call center services.

Business Needs

Use of the web to distribute information and serve constituents has evolved rapidly from being an afterthought to becoming a key organizational asset for government entities. In Denver, Colorado, government administrators have witnessed the rapid growth and importance of the web in just a few years’ time.

“Five years ago we didn’t even have a web function in our IT organization. Today we have a webmaster, a web development team, and a content editing team,” says Brad Laing, Manager of Custom Application Support in the Technology Services division of the City and County of Denver. Denver is a consolidated city-county, in which both city and county roles are unified in one jurisdiction.

The additional staffing was not the only change that resulted from the increased web activities. As the web grew to support government services, there was growing awareness of the drawbacks of the existing web platform. “We were using a custom, home-grown content management system with two templates,” says Laing. “It was not very

flexible or scalable, and did not allow for things like calendaring. We also had issues with agencies hiring contractors to build websites, which resulted in very different standards. The appearance of sites would vary greatly from one agency to another.”

The city also had a badly bloated web platform, with 300 separate portals and more than 18,000 web pages. “The problem was not that there was that much content, but because so much of it was duplicated or outdated, and no one was removing it,” Laing says. The Denver government wanted to find a way to streamline its web presence, providing a consistent look and feel, easier navigation and—ultimately—better and faster customer service for constituents.

Solution

Laing and his colleagues began a lengthy task of designing a new web presence and consolidating its portals and pages. Central to this effort was their selection of DNN Evoq Content¹ as the platform that would support the new Denver.gov website.

“It has been a very big project, taking us a year and half, but it went much faster with DNN than if we had attempted it with our old content management system,” says Laing. The complex project involved a number of phases and activities to impose greater simplicity and control over the government’s web presence. For example, an extensive process of review and elimination reduced the number of websites from 300 to 70, and cut the 18,000 web pages down to about 7,000. All of the new sites



are contained in a single DNN instance; visitors arrive at the main home page and then find links to sub-sites for various agencies.

To provide a uniform online appearance, the web team created a consistent navigation structure. Individual agencies can differentiate themselves with graphical elements (such as banners) at the top of an agency home page that provide a visual identity. DNN also provides a security model that lets administrators assign permissions to specific users or roles to make changes to specific areas of content within a site.

The team also used a dynamic forms module for its “311 Help Center,” designed to serve as a web-based tool that Denver residents can use to find information and get help for specific problems. The goal of this feature is to get more people using automated web-based services instead of telephone-based call center support.

Benefits

DNN helped the Denver IT team consolidate and streamline an overgrown web platform while providing an ample supply of tools and modules to meet the needs of individual government agencies. Creating and posting content is easy for authorized users. And the technology supporting the “311” feature is also helping contain costs by steering residents to more affordable web-based services. “Using Evoq Content, we’ve been able to create an affordable, sustainable, and scalable website that

is easy to manage and is helping provide better service to constituents,” says Laing.

An Efficient, Unified Site

By consolidating its disparate sites and web pages on DNN, the Denver government achieved a streamlined, visually unified website that is bringing all of its agencies onto one platform. “With DNN, we’ve achieved a clean, consistent look across all of our agencies. And we have the ability to develop or acquire modules that meet about 95 percent of the different needs that agencies have for particular tasks and functions,” says Laing. “Plus we have a webmaster who is also a talented designer. She’s done a lot of great work to make the skin look nice. That helps draw the agencies into the new site.”

Streamlined Content Management

Evoq Content includes the Telerik RadEditor, which provides an intuitive interface for creating and modifying content prior to posting. “The Telerik RadEditor makes it really easy for our content providers to create, edit, and preview content before publication,” says Laing. He also credits the workflow engine in Evoq Content with helping control who edits and approves content before it is posted.

Better Customer Service, Lower Costs

The new “311” web service, supported by the DNN dynamic forms module, has been instrumental in

helping improve response times to constituent requests while gradually moving users to the more cost effective web platform. “We’ve created a web service that is easy to use and works well, and it’s driving customer service away from costly call center phone support to web-based support,” says Laing. “We’re still working on this service but are making huge strides and, in the process, we’re getting lots of kudos from customers on how easy it makes it to get issues resolved.”

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

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