

# PENSIONS AND LIFETIME SAVINGS ASSOCIATION



## Uniting Web and CRM

“Cantarus have given us an a really powerful platform that we can use to start engaging our members. The seamless integration of our website and CRM delivers a much more coherent UX. We can’t wait to start making the most of it.”

Stephen Judkins, *Website Manager*

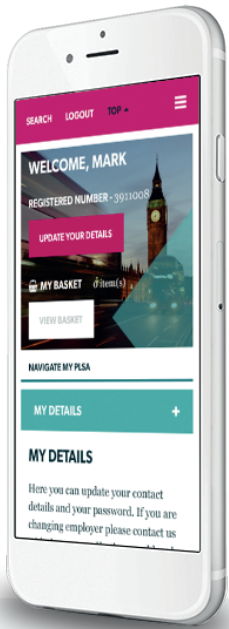


## The Challenge

### Provide a unified experience across the website and membership solution

The PLSA were not satisfied with the content structure and overall design on their existing website.

The PLSA also requested a unified experience across the website and membership solution, allowing for all user journeys to take place on [www.plsa.co.uk](http://www.plsa.co.uk) with the ability to feature content/events from CRM regardless of where the user is within the site. The website redesign was just the first step on a long-term project with the PLSA and therefore the new website would need to be suitably extensible to support any future changes.



## Our Solution

### Simplifying to Enhance

We integrated the existing Silverbear Membership Solution with the Cantarus-built website in order to deliver the seamless user experience sought by the PLSA.

The integration allowed for instant access to up-to-date member data, eliminating the need to check multiple systems to determine whether the information is correct.

We implemented simple design touches throughout the site influence the user's perception and position the site as a professional representation of a professional organisation

We were faced with a unique challenge with regards to go-live – the PLSA was already live so the content would need to be migrated on the day of go-live. To support this requirement, we built the Automation Import Tool, which allowed the user to select a section of the existing Sitecore site and then import the entire page structure – including text, graphics, Dispatch articles and CRC resources – into the DNN Evoq platform.

We also ensured that the new site's navigation and information architecture would be optimised to reduce journey friction and provide a much better user experience than what is currently available.

## The Result

### A confidence-inspiring membership platform.

The brand new platform drives member engagement and the integration between the PLSA's CRM system and the Cantarus-built website presents a far greater number of business opportunities.

A challenging go-live, in which a full content migration was achieved in a single day, completed a speedy completion and gave the PLSA to build on member engagement.