IowaComputer GURUS

Custom Websites and Intranets

.NET Application Development

Expert Technology Support and Training

Performance Optimization

Technology Services and Support ... for the Life of Your Project

A Case Study

The Mission

As a premier, non-profit providers of membership services to businesses across the Midwest, MRA's sole mission is to deliver value through Human Resources. They accomplish this by providing HR resources, training, benefit & compensation services, surveys, and unparalleled expertise to their members 24/7/365. In today's business climate, delivering tremendous value at the speed of the internet is must for their busy, competitive business members.

MRA has continually invested in technology to create the best member experience possible. In their drive to maintain their leading edge, they conducted extensive membership and user satisfaction research to make sure that all of that value was being delivered as efficiently as possible. That research indicated that they could update their technology to do even more for their members and make the process faster and more intuitive.

> "Mitch Sellers and IowaComputerGurus have been a reliable and trustworthy resource and we knew we could depend on them to help us launch this complex project that had a huge impact on our organization."

Choosing a Solution

MRA had worked with IowaComputerGurus before and knew that they were the right choice for mission critical projects. The new solution not only had to look great and be accessible on all of the latest mobile technologies, but it had to grow and deliver new functionality:

- MRA serves member companies in the Midwest United States, but those members have employees all over the world. This solution had to be instantly accessible to anyone, anywhere, at any time.
- They wanted a brand new Customer Resource Center to deliver vital information to their users and membership in real time.
- It had to work seamlessly on the mobile web and be responsive—instantly adapting to different devices, formats, and browsers while preparing now for any new technologies that might come along.
- MRA is growing fast and demand for their services is increasing. The new solution had to work consistently across all of their offices and the backend applications and databases had to be robust enough to grow in real time with no reduction in reliability or performance—extensibility was a must.
- Sometimes members want a more personal interaction. Sometimes they want speed and self-service. This new solution had to facilitate both channels—ensuring that members and users could always find their optimal path.
- All of that growth meant a lot of adapting—resulting in manual work that needed to be automated. The new solution had to improve back-office efficiency.

Mission ... Accomplished

The new website, applications, and integrated databases went live in March, 2015, and the success has been dramatic.

- Members now find information easily with a new "life cycle" navigation based on an employee's journey within an organization.
- The robust search provides users the ability to search for anything they need within ONE website.
- The site and tools are beautifully responsive and can be used anytime, anywhere, and on any device.
- It is easier than ever to register for training courses and to purchase products and services with the new ecommerce platform.
- The staff is more efficient ... and they love it. Tedious processes are now automated to alleviate manual entries and potential errors.
- This website solution has also helped MRA become one cohesive organization across all locations, providing consistent services and information to members and potential members.

"MRA is passionate about providing great service, putting their members front and center throughout the project. Their dedication was integral to the project's success."

— *Mitch Sellers, ICG*

And One More Thing ...

ICG added the ability to extract advanced reports regarding user behavior. This drastically improves service and delivers unique opportunities for target marketing. Now, MRA members can receive the information they want, in the format they want it, on the subjects they are interested in ... an invaluable benefit to MRA and their membership.

"ICG was available at all hours and worked with us way beyond the original scope of the project .... They adhered to our strict timelines and budgets, held our hands throughout the process, offered ideas 'outside-the-box,' and were relentless in finding the best possible solutions that would work for MRA and our members."

About MRA

MRA helps business thrive by creating powerful teams and successful workplaces. That's been their goal for over 110 years. As one of the largest non-profit employer associations in the U.S., today they serve 4,000 employers covering 800,000 employees. You can learn more about MRA at: mranet.org

About ICG

ICG is a leading provider of custom application solutions built upon the Microsoft .NET Technology stack. With an emphasis on web technologies, we set ourselves apart from the competition by placing a strong focus on customer service, performance, and quality for the life of the project. Learn more about IowaComputerGurus us at: iowacomputergurus.com