



Award-winning Design and Improved UX Boosts Website's Traffic 36%

Intuitive navigation and easy-to-read page layouts nearly double the number and duration of page visits



The Challenge

CPSA wanted a new website with multilingual web content management capabilities that would support its publishing needs and provide enhanced functionality for delivering content that would be easy to access across different browsers and mobile devices.



The Solution

Neudesic leveraged the power of SharePoint to create a more intuitive website that improves user experience and serves the needs of CPSA customers more effectively. The solution includes a robust WCM platform that provides a reliable mechanism through which CPSA can interact and communicate with its target audience.



The Benefits

- Enabled the creation of an interactive, online provider manual that is easy to update and manage from a single location.
- Provides enhanced search and navigation functionality that creates a more effective and engaging user experience.
- Strengthens CPSA's overall brand and image, giving them a competitive advantage among healthcare managers.

“We were blown away by how Neudesic took our broad stroke visions of how we might like the site to come together and created a new site that ultimately exceeded our expectations.”

– Greg Taylor, Chief Community and Public Relations Officer, Community Partnership of Southern Arizona

“Neudesic’s SharePoint-based solution is much easier to manage on the back end and gives us more flexibility than we had before.”

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The Client

The Community Partnership of Southern Arizona (CPSA) is the Regional Behavioral Health Authority contracted by the state of Arizona to coordinate and manage publicly funded behavioral health services for children, adults and their families in Pima County. The community-based, non-profit organization ensures that individuals and families receive accessible, high-quality services that are member and family driven, recovery oriented, respectful of cultural differences, and foster hope and self-determination.

The Challenge

CPSA’s public-facing website did not accurately represent its brand. The site was difficult to maintain, constantly out of date, and not mobile friendly. Visitors averaged just over two minutes on the site, and few were requesting information about CPSA’s services.

The company needed a multilingual web content management platform that would support its publishing needs and provide enhanced capabilities for delivering content that was easily accessible across different browsers and mobile devices.

The Solution

Neudesic leveraged the power of SharePoint to create a more intuitive website that improves user experience and serves the needs of CPSA’s customers more effectively. Neudesic’s solution includes a robust WCM platform that provides a reliable mechanism through which CPSA can interact and communicate with its target audiences.

Neudesic developed custom elements that reinforce CPSA’s branding and drive user adoption through intuitive navigation and easy-to-read page layouts. These elements have nearly doubled both the number of pages visitors access and the average duration of each visit.

The solution includes three master pages – one primary, one for search, and one for dashboards – and six custom page designs that CPSA can use to create landing, utility, and article pages.

Neudesic also leveraged SharePoint’s integration capabilities to pull surveys maps, events, and social components from many third-party APIs into the site.

The Benefits

Neudesic’s goal was to design a site that would engage users more effectively, be easier to manage, and enhance CPSA’s overall brand. “We used to spend a lot of time muddling through a very difficult CMS system,” said Greg Taylor, chief community and public relations officer of CPSA. “Neudesic’s SharePoint-based solution is much easier to manage on the back end and gives us more flexibility than we had before.”

CPSA used to publish its state-mandated provider manual in a series of linked PDF documents, which were difficult to update and created version control problems. Neudesic’s solution eliminated the need for problematic PDFs by enabling CPSA to build an interactive web-based manual that can be updated easily. Neudesic’s mobile solution also gives providers access to CPSA’s manual from anywhere.

Neudesic’s solution allowed CPSA to change the way people view and use the information contained in its manual, which has improved customer service and given CPSA a competitive advantage over other state contractors.

When CPSA wanted to build a robust event scheduling and registration system into the new site, Neudesic consultants recommended a third-party plug-in instead of building a custom solution in SharePoint, which saved CPSA significant development costs and increased site traffic by 36%. “It was so refreshing to work with a partner that was focused on what was best for us, and not on what was best financially for them,” said Taylor.

Neudesic leveraged its SharePoint expertise to manage the project’s intricate details and processes, often suggesting courses of action that CPSA had not considered. The Neudesic team delivered a comprehensive solution that exceeded CPSA’s expectations and helped build the capacity of CPSA staff to manage large-scale technical development projects.

“I was pleasantly surprised with how simple our new website is to manage. The tools Neudesic designed are easy to use and make site navigation a breeze for our visitors.”

– Darcy McNaughton, Digital Communications Specialist, Community Partnership of Southern Arizona



Health Care & Non-Profit
Standard of Excellence



Website Element
Website Design



Website Element
Homepage



Website Overall



Neudesic's solution helped CPSA win two Hermes Gold Awards and one Honorable Mention.