

MEM Speeds Up Campaign Creation and Personalizes Content

OpenText™ TeamSite modernizes digital experiences and delivers operational benefits

Missouri Employers Mutual (MEM) is Missouri's No. 1 provider of workers compensation insurance, a position it has held since its founding in 1995. In order to execute on its mission to improve workplace safety across the state, MEM makes digital communications a key part of its marketing strategy. OpenText TeamSite enables the provider to easily deliver dynamic and relevant content to its user base, through its websites.

Creating Safer Workplaces

Missouri Employers Mutual (MEM) and fellow workers' compensation insurance firms are helping to insure safer workplaces in the United States by providing current, necessary information to employers around the country. Before the start of the Occupational Safety and Health Administration (OSHA) in 1970, employees worked in higher risk conditions, but since then, there has been a decline in deaths, injuries and claims.

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 we are extremely proud of that figure."

Challenges

Making digital content more engaging and easier to find

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:

INDUSTRY

Insurance

CUSTOMER

Missouri Employers Mutual (MEM)

PARTNER

Klish Group

CHALLENGES

- Reduce reliance on IT and make it easier to publish dynamic content
- Help visitors quickly find information that is relevant to them

SOLUTIONS

- OpenText™ TeamSite
- OpenText™ LiveSite

BENEFITS

- A better understanding of visitors and the content they seek
- Visitors receive more engaging and relevant information, faster
- Easy-to-use interface accelerates time-to-market and speeds up onboarding for new contributors

“OpenText TeamSite is designed for marketers, and our content management process has greatly improved. Thanks to Klish Group and OpenText, 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

“We already have a wealth of information online. We wanted to make it easier for visitors to find what is most relevant to them, and to make it easier for us to publish dynamic content. Also, the better we understand our users’ requirements, the better we’ll be at creating new content.”

Solution

Creating Personalized Experiences

MEM has used OpenText TeamSite and OpenText™ LiveSite since 2009, when it moved its sites off an in-house system. Years later, 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 customer experience management solutions from OpenText. “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 and worked side by side to develop 11 user profiles, based on site visitors’ industry, role and content requirements. These profiles were then used to channel the most appropriate message; a cookie on the site meant return visitors were 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,” says Hubb. “It was important we had a solution that would grow as we grew. It was clear OpenText had a development roadmap for TeamSite, and it’s a solution for the long term.”

“Almost immediately after project completion, the business started to benefit from greater user insight,” says Hubb. “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

MEM maximizes the value of its content library by providing its visitors with direct access to the most relevant content. The organization can now load new content and re-purpose existing pages and assets faster.

“We developed a campaign around ‘slip, trip and fall prevention’ using five targeted industry pages and 125 pieces of material,” says Hubb. “Previously, it would have been very difficult to organize and upload such a targeted campaign in such a short space of time.”

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 are not wasting time creating material that isn’t relevant. Our efforts are spent producing content we know people want. It’s saving us time twice over.”

“OpenText 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’re bringing in new people.”

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Ease of use improves productivity

“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’re bringing in new people,” says Hubb.

The TeamSite upgrade has lifted the expectations across the entire organization, according to Hubb. “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. TeamSite is designed for marketers and we learn more about its possibilities all the time.”

Hubb says MEM looks forward to taking advantage of more TeamSite features. “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.”



Klish Group is a technology services and software company developing and delivering OpenText solutions across a broad range of industries. Service offerings include strategy, platform architecture design, product installation, configuration, upgrade, migration, custom software development, application integration, user training and customer support.

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