

Web Content Management for a Fortune 100 Insurance Company



Web Content Management software like TeamSite® provides customizable processes and procedures to publish and share content and objects. This enterprise-wide tool puts the resources and tools in the hands of end users.

Business Challenge

This Fortune 100 client is the nation's largest publicly held personal lines insurer, offering thirteen major lines of insurance.

The Collaborative Technologies team was charged with the enterprise implementation of TeamSite®, their selected Web Content Management (WCM) software tool. In addition to delivering custom solutions for the business units and developing training for their users, the team needed to respond to employees' questions about WCM. They decided to create an online course to position WCM and address common questions about the tool. The course needed to educate as well as promote the basics and benefits of WCM and TeamSite® so more business units would adopt it quickly.

Solution

The Drake team designed an extremely interactive, entertaining course using the model of a home improvement television show, including before and after scenarios. The course content was full of energy, using music, lively voiceovers and “commercials” to provide the perception of a television show. Throughout the course, the learners were also presented with questions and scenarios that were based on real business unit deployments.

Results

The course met its goal to provide a consistent message and accurate information to business units who were adopting the web content management process. This saved the deployment team from countless repetitions of this information to prospective new users. The one-hour course was instructionally sound, extremely engaging and easily accessible to all employees through the company's intranet. This online course led to business units quickly adopting WCM and numerous other online courses and customized workshops for business units implementing TeamSite®.