

# CASE STUDY

Digital strategy, data integration, information architecture, website design and development for Mercury.

The Mercury logo and tagline are centered over a background of a cityscape at sunset, divided into several overlapping geometric shapes. The Mercury logo consists of a white downward-pointing triangle above the word "MERCURY" in a bold, white, sans-serif font. Below it, the tagline "Ship With Confidence" is written in a smaller, white, sans-serif font.

**MERCURY**  
Ship With Confidence

Mercury is known for its reliability and attention to detail in transporting sensitive ducts. The company has served over 700 clients, shipping items ranging from medical devices to diagnostic testing kits in a fashion that is stress free and reliable for the customer. When Mercury hit roadblocks that indicated an outdated CMS, the team turned to SilverTech for a full website redesign. Being customer obsessed and focused on relentless improvement, Mercury would not settle for anything less than perfection.

## TIMELINE

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Mercury, being entirely devoted to its customers, was concerned with overhauling and redesigning its site in a timely fashion in order to get the best product to market as fast as possible. SilverTech understands what it means to always put the customer first and agreed to an aggressive timeline of a full redesign and launch within 4 to 6 months.

To kick things off, the team at SilverTech performed a truncated, one-day discovery session involving Mercury's key stakeholders. SilverTech took the opportunity to understand Mercury's organizational background, desired UX expectations, company vision, site functionality, workflows and target audience. With the help of real time wireframe sessions and a sitemap draft, the month-long discovery process was able to be condensed into one day to ensure that Mercury reached its launch date goal.

With Mercury's undying dedication to its customers in mind, SilverTech's Technical Lead also interviewed key stakeholders and current users of the various platforms in use at Mercury to understand present and future data integration requirements. From there, the information architecture (IA) of the redesigned website mapped the experience that the target users will follow, informed by insights gained from the discovery meeting. The IA also ensures that targeted content is organized, intuitive and easy to find for each persona, diminishing the number of obstacles they face.

## CURRENT SITE ISSUES

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After an expedited, yet nevertheless extensive discovery session, the team found several key issues with Mercury's old site...

- ❌ Poor SEO
- ❌ Outdated UI/UX
- ❌ Difficult sales tracking
- ❌ Poor navigation
- ❌ Slow load times

## THE PROCESS

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Expert Kentico developers at SilverTech got to work creating and improving widgets, site search and forms. The developers also ensured that content deployment and migration would be efficient and seamless to create a better experience for both employees at Mercury and users at home. Developers at SilverTech versed in CMS education and training also ensured that Mercury's staff was trained in and understood how to build and design on Kentico. Additionally, SilverTech implemented out of the box Kentico CMS Site search and provided recommendations on how the site search could function for optimal customer experiences as well as any third-party systems that Mercury may require.

## RESULTS

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The project was completed in the quick timeline and the new Mercury site showed huge improvements in functionality as well as customer satisfaction. With Kentico, the site's navigation has become much more user-friendly, and customers can navigate to relevant information quickly and easily. Load speeds have also improved.

In the first two and a half months after launch, the new website achieved:

- ✔ **551% increase** in users
- ✔ **617% increase** in new users
- ✔ **614% increase** in sessions
- ✔ **623% increase** in organic search user acquisition

## TESTIMONIALS

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The team at Mercury reports a greatly improved experience after launch saying, *"This collaboration with Kentico and SilverTech is positioning us to accomplish our goals in terms of achieving digital domination, frankly... It is obvious that Kentico, Mercury, and SilverTech make an unstoppable team when it comes to digital."* Jasmine Martirosian, Chief Marketing Officer/Chief People Officer Mercury

# THE CREATIVE

