CASE STUDY

SilverTech Modernizes PAR's
Website with Seamless D365 and
Ecommerce Integration, Boosting
Traffic by 325%

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AWARD OF DISTINCTION

PAR®

Creating Connections.
Changing Lives.

SILVERTECH

ABOUT PAR

PAR, Inc. is a leading publisher of psychological assessment products, dedicated to creating connections and changing lives in mental health, education, and workforce settings. PAR offers nearly 500 assessment instruments designed for clinicians, mental health professionals, school psychologists, special education personnel, counselors, HR directors, career counselors, and job seekers. With products offered in both physical and digital formats, an accessible and user-friendly website was a crucial factor for success.

WHY PAR CHOSE SILVERTECH

In the first meeting between SilverTech and PAR, they stated their 10-year goal was to become "the ADP of psychological assessments." This is a niche industry and to set themselves on a path toward achieving this goal, they needed a brand-new website.

SilverTech's expertise in managing complex integrations and creating secure, user-friendly digital experiences made them the ideal partner for PAR. With experience in managing large-scale projects, migrating content, and designing intuitive user experiences, SilverTech has proven themselves to be the most qualified partner for this project. SilverTech was able to leverage Sitefinity's flexibility and advanced features to tailor the website to PAR's specific needs.

THE GOAL: A LARGE-SCALE WEBSITE REFRESH

PAR's goals were centered around improving functionality, automation, and user-experience on their website and included the following:

- Improvements in user accessibility to ensure users can seamlessly access relevant and up-to-date information about PAR's products and services.

- Efficiently maintain data management by eliminating manual intervention.

- Enable a smoother purchasing experience for users and reduce reliance on customer support for orders.

- Establish a more efficient and modern platform that could scale with future growth.

PAR's vision for their new website prioritized creating an automated, integrated, and user-friendly experience that seamlessly aligned with their long-term business objectives. This forward-thinking approach established the foundation for streamlined data management, enhanced customer interactions, and a more efficient pathway for sustained organizational growth.

ADDRESSING CHALLENGES

The main challenge SilverTech faced during this project was the integration of large amounts of data between PAR's existing system, Microsoft Dynamics 365 (D365), and Sitefinity. This required careful orchestration to ensure real-time product updates were displayed correctly. Additionally, custom integrations, such as Azure B2B for user authentication and Azure storage for secure file access, were necessary to meet PAR's specific needs.

Large-scale content migration was also addressed, which involved moving a vast amount of data into Sitefinity while restructuring it for better accessibility and user experience. The website also needed to integrate a custom ecommerce platform with D365, requiring a seamless connection to ensure smooth product ordering and payment processing were available. Throughout the project, troubleshooting over 350 bugs during User Acceptance Testing (UAT) posed another challenge and demanded ongoing adjustments and collaboration between teams to ensure a successful final product.

THE CUSTOMER JOURNEY: A FRICTIONLESS B2C EXPERIENCE

Strategic Thinking

- SilverTech's strategists worked with PAR to understand the issues they faced and developed a digital transformation plan to meet their goals. New personas were developed to ensure relevant targeting and to create effective marketing. In addition, new strategies for the site were recommended to push PAR beyond its competitors.

Content Migration and Management

- SilverTech used Sitefinity to manage the large-scale migration of PAR's content from their previous website. By moving everything to Sitefinity, they were able to consolidate and organize the content in a more structured, user-friendly way. The CMS allowed for easy updating and maintenance of product pages, blog content, and marketing materials, significantly improving the workflow for PAR's team.
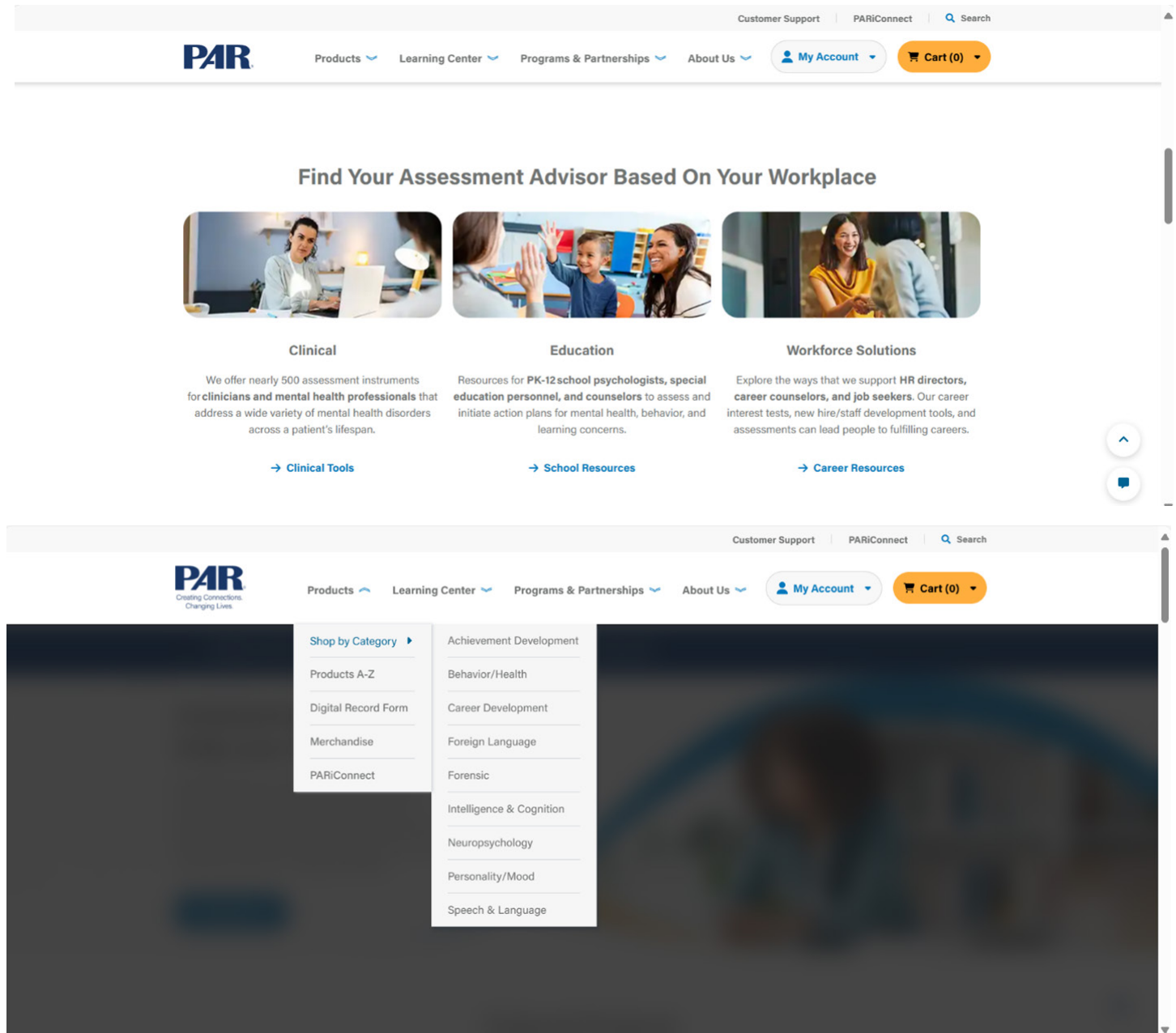
Custom Ecommerce Integration

- PAR's previous ecommerce platform was integrated with Sitefinity and Microsoft Dynamics 365 (D365), allowing for real-time synchronization of product information, inventory, pricing, and more. This integration streamlined the user experience, enabling PAR's customers to view accurate and up-to-date information and make purchases seamlessly without relying on customer support.
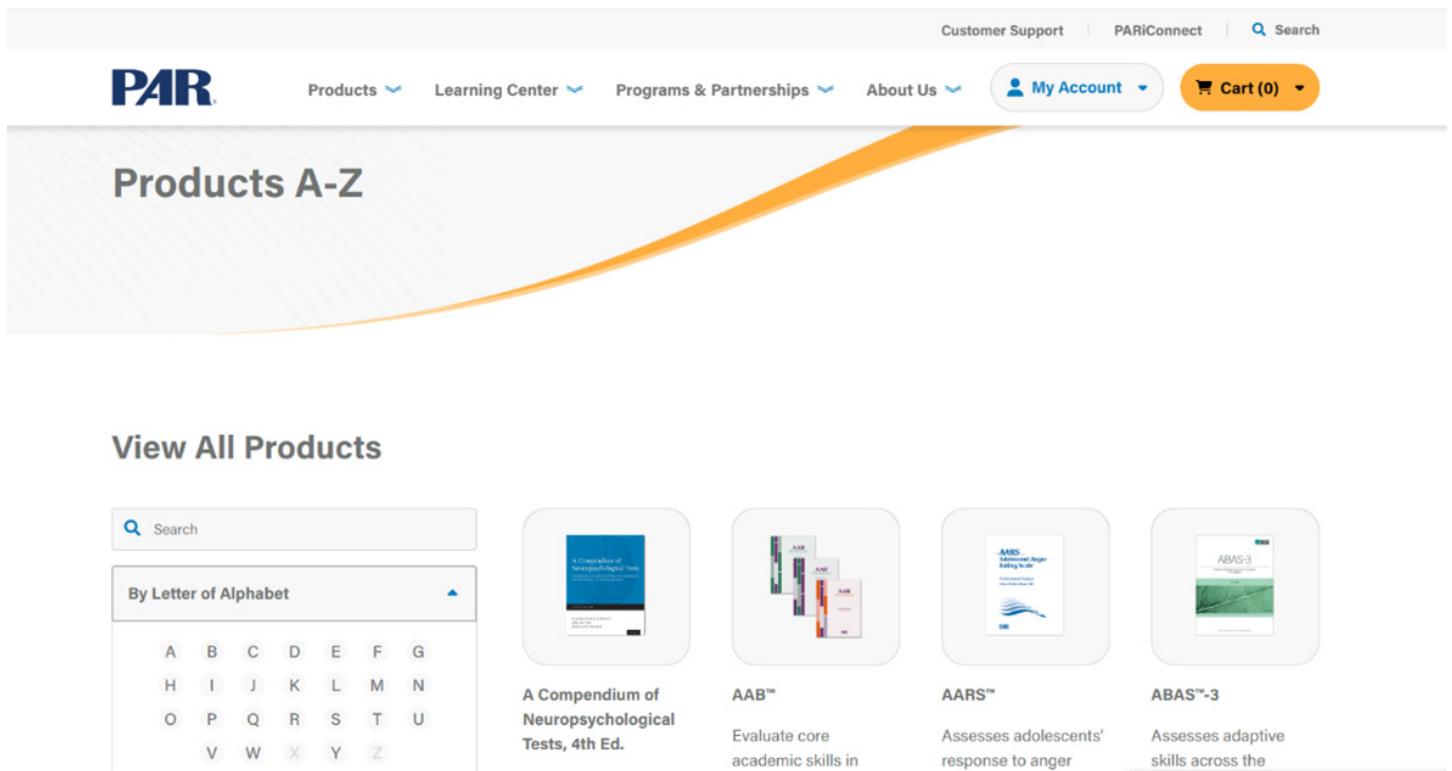
Improvements to User Experience

- The new design and structure of the website's navigation and layout allows users to find relevant information more easily. The website was restructured to improve usability for a wide range of audiences, including clinicians, educators, and HR professionals. Additionally, integrating features like search functionality and personalized content ensured that users could quickly access the information they needed.

Customization and Scalability

- The new website is tailored to PAR's specific needs and is ensured to grow with the organization. Whether through adding new product pages or integrating future tools, Sitefinity implementation provided the flexibility required for long-term success.

THE RESULTS

Within just 5 months after the launch of PAR's new website, we have seen a significant amount of positive feedback from users.

📈 **325.9%** increase in overall traffic

📈 **343.1%** increase in users

📈 **6.4%** increase in returning users

📈 **215%** increase in organic traffic

📈 **122.5%** increase in sessions

- Within 5 months after the launch of the new website, overall traffic to the site increased 325.9%, new users increased 343.1%, and returning users increased 6.4% compared to the prior year.
- The percentage of this traffic coming from organic search increased 215% meaning the site was much more visible and optimized to rank well in search engine results.
- In addition to the increased traffic, sessions showed an increase of 122.5%, showing that users are interacting more effectively with the new website.

SilverTech continues to provide technical support as requested by PAR post-launch and works to find proactive solutions and uphold their commitment to delivering excellent service to clients.

SILVERTECH

SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with national and global brands such as Segway, Actors' Equity Association, Nova Scotia Power, Fulton Bank, Palmer Gas & Oil, State of New Hampshire Travel and Tourism, Allison Transmission and American Dental Association.

CONTACT US FOR HELP GETTING STARTED

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