BET HANNON
BUSINESS WEBSITES

N2uitive, Modernize website and improve information flow with Blocks and Gravity Forms.

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THE BACKSTORY

N2uitive is the number one system for insurance recorded statement management in the USA. They provide their clients with the opportunity to record claim statements with any phone, and securely store, share, and transcribe effortlessly.

They needed a website that would grow with them into their second decade of providing state-of-the-art service, and reflect their revamped brand standard while at the same time embracing accessibility.

THE CHALLENGE

The company hadn't really looked at their website content in a number of years and it didn't reflect their current offerings. The design of their former site was much more reflective of websites built in the early 2000's rather than a modern site that embraces technology. Additionally their flow of information frequently took visitors to many subpages.

Oftentimes information was needlessly repeated, which was frustrating to their potential clients.

They wanted a website that embraced their revised current practices and had a much improved flow of information. They also wanted to better track those who wanted more information, a product demo, or to apply for employment.

THE SOLUTION

Content was reworked to cut the number of pages in half with streamlined and accurate information that was aided by accessible graphics. The new Block Editor gave the site a cutting-edge look while at the same time being easy for company personnel to update.

A news feed and blog were established with information populating both a news and resources area. Search was incorporated aiding users in finding relevant information quickly as well as related items.

A series of Gravity Forms were implemented to track those requesting demos and general information. Additionally, an employee application form was created to standardize the first steps in their hiring process.

A series of complex Gravity Forms increased employee productivity and customer communication.

THE RESULTS

The new branding was seamlessly incorporated. What was once a slow loading, inaccessible, and outdated website, now loaded in seconds improving SEO significantly. The site met WCAG 2.1 AA requirements allowing enhanced accessibility to all information.