

CASE STUDY

LIFECARE: DELIVERING DYNAMIC USER EXPERIENCES THROUGH LIFERAY FLEXIBILITY



Rivet Logic's innovative use of Liferay empowers LifeCare business users to deliver highly customized site experiences for its enterprise customers while maintaining blazing fast performance.

At a Glance

ORGANIZATION

LifeCare

INDUSTRY

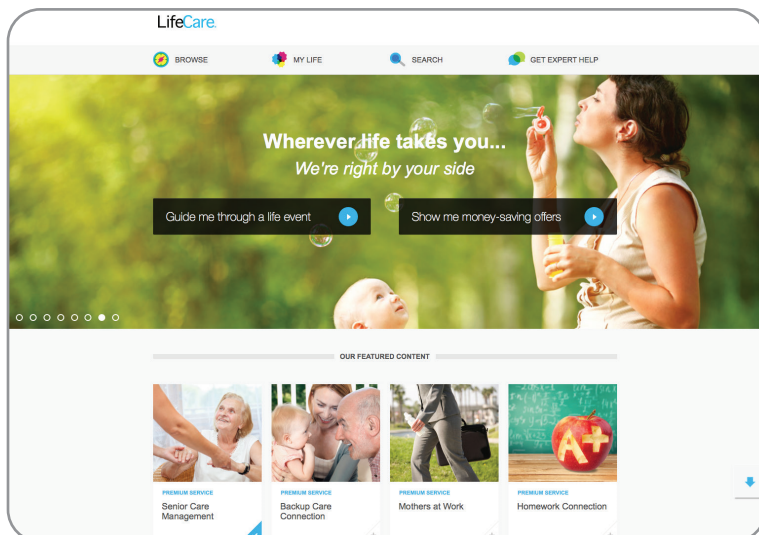
Work-Life Solutions, Healthcare

USE CASE

Website, Customer Portal, Content Management, Content Migration

ORGANIZATION

LifeCare is an industry recognized leader and innovator in Work-Life, offering services that help organizations improve employee productivity and loyalty. LifeCare has set the standards that define the industry through 30 years of dynamic innovation. With a membership base of 100 million and over 61,000 clients, LifeCare has maintained a 96% customer satisfaction level, a testament to the quality of their products.

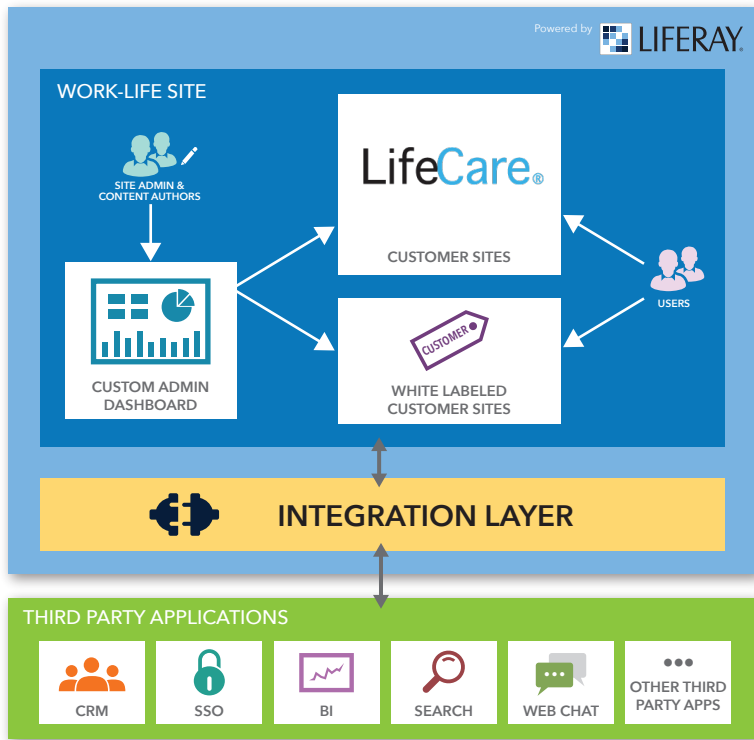


CHALLENGE

LifeCare's Work-Life services saves employees time through assistance with personal life issues that can otherwise distract them from work – child and elder care, education, financial/legal issues, health and everyday responsibilities. For employees, this means significant time saved with personal life issues, reduced workplace distractions and stress, and improved job satisfaction. And for employers, this means the ability to better attract and retain valued employees, reduced employee absenteeism, improved employee focus, and increased employee loyalty.

Being the first in the industry to launch a work-life balance website, LifeCare saw the need to upgrade its Work-Life site to provide a better overall experience and maintain itself as an industry leader. The existing Work-Life site was running on a 10+ year old homegrown legacy system, and presented a number of challenges. Not only was the site updating process long and cumbersome for both simple content updates and code changes, the front-end design was also outdated and needed a refreshed look and feel.

LifeCare underwent an initiative to perform a complete overhaul of their Work-Life site, which included an entire redesign of the front end with an improved UI. On the



back end, this meant implementing a modern platform that would not only enable better site management by simplifying the content management process, but also supported the ability to deliver highly dynamic, state-of-the-art personalized user experiences for LifeCare's enterprise customers.

SOLUTION

After evaluating various solution options, LifeCare determined Liferay Portal presented the perfect platform to build its Work-Life site, allowing for a modern responsive design, easy integration, and effective delivery of LifeCare's content and services. Liferay not only addresses LifeCare's short-term needs, but is also equipped to handle any evolving long-term requirements.

LifeCare partnered with Rivet Logic to perform the implementation, which included a full content migration from the legacy system to Liferay using custom migration code, development of custom portlets, and a custom admin dashboard. In addition, the solution has fully integrated search capabilities through Solr, along with a slew of third party integrations – custom built Single Sign On (SSO) for authentication, internal CRM where all user data exists, BI reporting tool, multiple databases, and a web chat tool.

The Work-Life site also offers sophisticated white labeling capabilities for LifeCare's customers, allowing them to tailor their site with custom branding and content while leveraging the Work-Life platform. The heavily personalized nature of

the site meant Rivet Logic had to architect an innovative solution that could not only support and efficiently deliver these tailored experiences, but to do so without compromising on site performance requirements.

Rivet Logic was able to effectively leverage the dynamic publishing capabilities of Liferay's Asset Publisher portlet, combined with user permissions, to dynamically create these personalized experiences through inclusion and exclusion rules, eliminating the need to create multiple versions of the same site. In addition, through creative caching, the site is exceeding all performance requirements, effectively handling more than 10 million requests per day.

RESULTS

The new Work-Life site is highly customized for LifeCare's enterprise clients, boasting a modern new look with improved functionality for a better user experience. The improved design is fully responsive to provide an optimized mobile experience, with simplified navigation and centralized access to all Work-Life services. In addition, users can access the rich online knowledge base for resources related to specific life events or milestones, and easily find the most relevant content through Solr's robust search capabilities. Site visitors can also easily gain expert help through a variety of methods – phone, web chat, request a call, schedule backup care, or submit a request.

In addition, giving control of the publishing process to the business users meant more frequent updates and fresher content, while freeing up valuable time for IT to focus on other strategic initiatives. And Liferay's high-performing and scalable platform meant performance improvements over their legacy system, allowing LifeCare to effortlessly support large scale for its millions of users.