

CASE STUDY

Bosma Enterprises builds a digital experience that elevates its message and provides resources to users of all abilities.

KENTICO XPERIENCE:

Site of the Year 2021.
Finalist



BOSMA
Enterprises®

Bosma has been serving the Midwest for over 100 years, bringing amazing solutions to blind and visually impaired individuals as one of the largest non-profit organizations in the field. One of its largest accomplishments—and one of the most important aspects of its business—is its dedication to helping employ people with visual disabilities and providing hope for their future. Bosma’s efforts have greatly improved the level of care and advocacy that the blind and visually impaired deserve in the Midwest and they do what they can business-wise to uplift those struggling with visual impairments.

While Bosma is a non-profit organization, there are other facets of the brand that are vastly different from one another and more business-focused than most non-profits. Bosma consists of three different entities: Bosma Enterprises for eCommerce, Bosma Center for Visionary Solutions and Bosma Visionary Opportunities Foundation. While these different areas of the business are all equally important to the Bosma’s message, its old disjointed website did not reflect this or give each area the recognition or attention it deserved.

THE SETUP



The main challenge was showcasing Bosma Foundation as a true charity organization standing on its own from Bosma Enterprises while still displaying a consistent brand.

ADDITIONAL CHALLENGES OF THE PREVIOUS WEBSITE INCLUDE:

- ❗ **Lack of brand awareness**
- ❗ **Lack of understanding and context**—Users didn’t know where to start; they did not understand the terminology used or the resources available on the website
- ❗ **Content was too deep**; it was difficult to find information the users needed on the site
- ❗ **The previous website was disorganized**
- ❗ **Navigation wasn’t intuitive**

ESTABLISHING GOALS AND DEVELOPING ROADMAPS

SilverTech’s strategy team started addressing these pain points by identifying Bosma’s three core audiences, creating an advanced roadmap and establishing goals that would be the base of its new website and roadmap.

Bosma’s business goals included diversifying its revenue, growing at scale, introducing new products and increasing brand awareness. In order to accomplish these goals, SilverTech strategized the following website goals.

WEBSITE GOALS:

- ✔ Enhanced intuitive navigation & search capabilities—keeping navigation, site organization as clean as possible to reduce clicks
- ✔ Prioritize the responsive experience
- ✔ Increase overall user engagement
- ✔ Keep website as accessible as possible following ADA compliance
- ✔ Showcase multiple content types, such as products, news, mission, board of directors, etc.
- ✔ Provide emotional appeal to donors through stories, imagery, statistics, etc.
- ✔ Focus on mission
- ✔ Use website to entice people to convert (call, fill out form, etc.)

FINDING THE PERFECT PLATFORM

Once Bosma and SilverTech established the goals for their new site, it was time to find a CMS platform that could meet the businesses' objectives. With Kentico Xperience's digital experience platform capabilities and options to grow as you go, the Bosma and SilverTech teams thought it would be a great fit for their website as it would grow with them as they continued to optimize. Additionally, Bosma wanted to use Kentico's ecommerce platform for the sales-specific portion of the website.

From a development perspective, Kentico Xperience 13 brings many welcome features that allows SilverTech to develop an intuitive, clean page editing system without having to put in a ton of extra work into making it easy to use. The Page Builder provided in Xperience 13 largely is what makes this possible. Utilizing this, SilverTech quickly created many custom widgets for a wide range of functionality and content variants. The Page Builder allows these widgets to be used on any page and in any order, offering a large amount of customization and flexibility for page editors (Bosma's internal team). Finally, with how well

integrated the widgets and properties of these widgets are with the Page Builder, it is easy to use and manage out of the box without any extra effort or special considerations from the development team.

Because Kentico offers a wide range of capabilities in Kentico 13, it was the perfect platform to choose for an organization with multiple functions like Bosma.

DESIGN AND DEVELOPMENT

The Bosma team expressed its desire for a responsive design and the SilverTech developers began working on its site.

SERVICES PROVIDED

- ✓ Digital Strategy & Roadmap
- ✓ User Experience & Engagement Strategy
- ✓ Website UI/UX Design
- ✓ Website Development
- ✓ Kentico Xperience Implementation & Customization

THE RESULTS

The site has already presented impressive metrics in the short time since its launch. The number of pages users are viewing per session has increased dramatically and the bounce rates have decreased too, indicating a better user experience and more engagement on the site.

Pages visited per session

46.5% ↑

Bounce rate

30.56% ↓

Average session duration

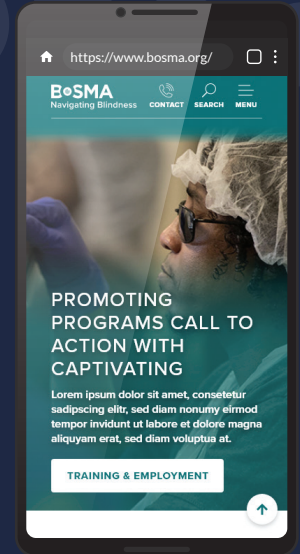
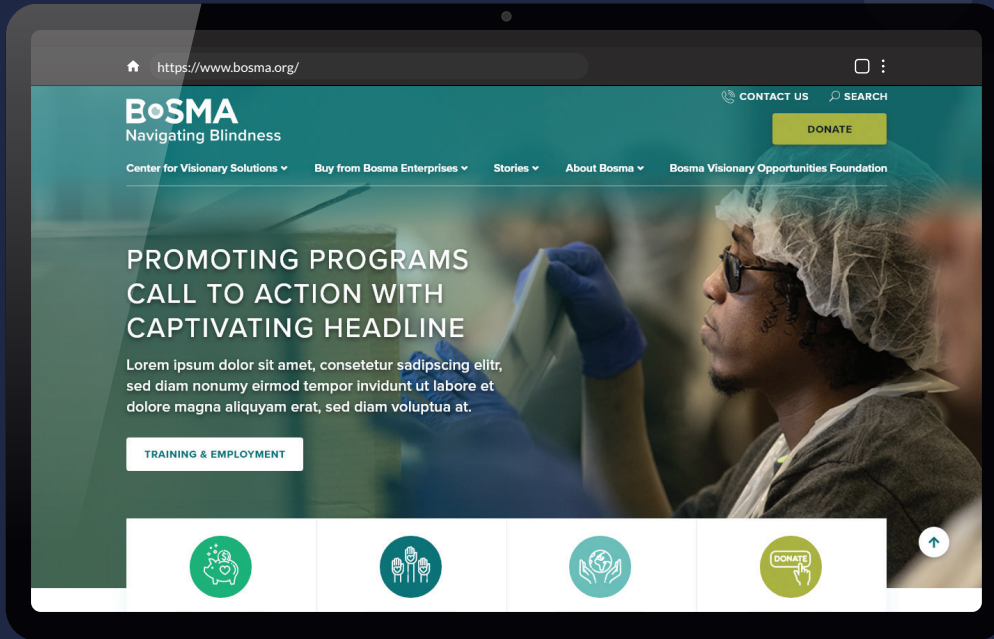
6.19% ↑

Page loading

4.13% faster

GOALS THAT THE NEW BOSMA WEBSITE ACCOMPLISHED:

- ✓ Increased the number of users coming to the website and increased online donations, phone calls and form submissions
- ✓ Through the new site's content and visuals, showcased all Bosma's entities
- ✓ Reached multiple audiences through content and functionality
- ✓ Positioned Bosma as a leader in everything it does; Expresses its capabilities to help and serve people in Indiana through content and functionality
- ✓ Drove Bosma's strategic plan and conversions



JEFFREY MITTMAN, MA, MBA
President & CEO

"With roots that reach back to 1915, Bosma Enterprises has decades of experience in helping Hoosiers with vision loss achieve independence. Our rehabilitation program helps over 800 people each year — and as we plan for the future, we're looking forward to assisting even more of Indiana's almost 160,000 people who are blind or visually impaired."

[READ THE FULL MISSION CTA](#)

ABOUT CHRIS

READ OR WATCH CHRIS'S STORY

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[CHRIS'S STORY](#) [VIEW ALL STORIES](#)

LEARN MORE ABOUT BOSMA VISIONARY OPPORTUNITIES FOUNDATION

[LEARN HOW YOU CAN HELP](#)

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