

## Website development solutions that addressed real business challenges



### Shaw@Home Client Conversion site

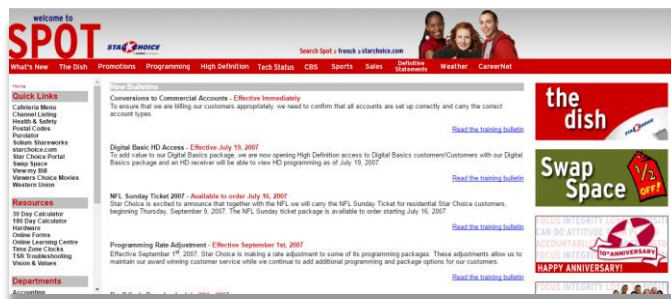
Shortly after I joined Shaw Communications in 1998, they launched a new Internet service in partnership with the @Home Network in California.

### Challenge:

Shaw had no process to automate client conversion. As a result, every incoming call turned into an 8-10-minute verbal walk through, including downloading and installing the @Home browser, setting up an @home.com email account and registering for Webspace.

### Solution:

I created a conversion website that provided step-by-step instructions for clients. After receiving approval from senior management, agents were able to direct newly converted Shaw@Home clients to this site, rather than talking them through each step. Average call handle time dropped from 10 minutes to less than 3 minutes.



## Star Choice Personal Online Tool (SPOT)

Shaw acquired Star Choice and relocated their head office from New Brunswick to Alberta. Several key employees from Star Choice also relocated to Calgary and joined Shaw Communications.

### Challenge:

When Shaw acquired Star Choice in 2002, the challenge was to create an internal facing resource to provide resources to the call centre team and support the merger of Star Choice and Shaw.

### Solution:

I partnered with several internal groups, including call centre management, HR and Corporate Communications to gather requirements for SPOT. Site features included news articles, a daily e-newsletter, a knowledgebase, employee recognition, a buy/sell board and links to other departments within Shaw. The site became a very popular destination for both Star Choice and Shaw Cable employees.



## Shaw High-Speed Internet Customer Support sites (residential & small business)

In 2002, I partnered with Shaw's Marketing team to launch and support two external-facing customer support sites as part of their internet service rebrand.

### Challenge:

The call centre was receiving a high volume of calls during the transition from Shaw@Home to Shaw High-Speed Internet.

### Solution:

External-facing online support resources were created for both residential and small business clients. The result was a 25% reduction in call volumes within 2 months of the sites being launched.



## CF Connect - Cadillac Fairview's first Intranet site

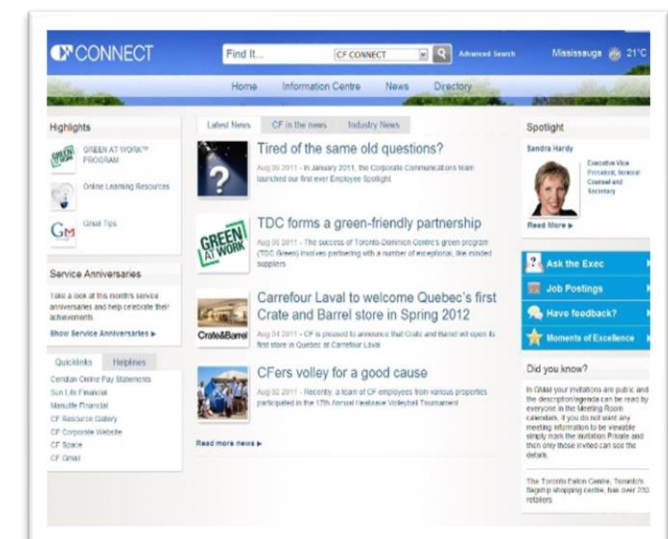
After joining Cadillac Fairview as their Online Communications Specialist in 2009, I led the requirements gathering, build, launch and ongoing support of CF Connect.

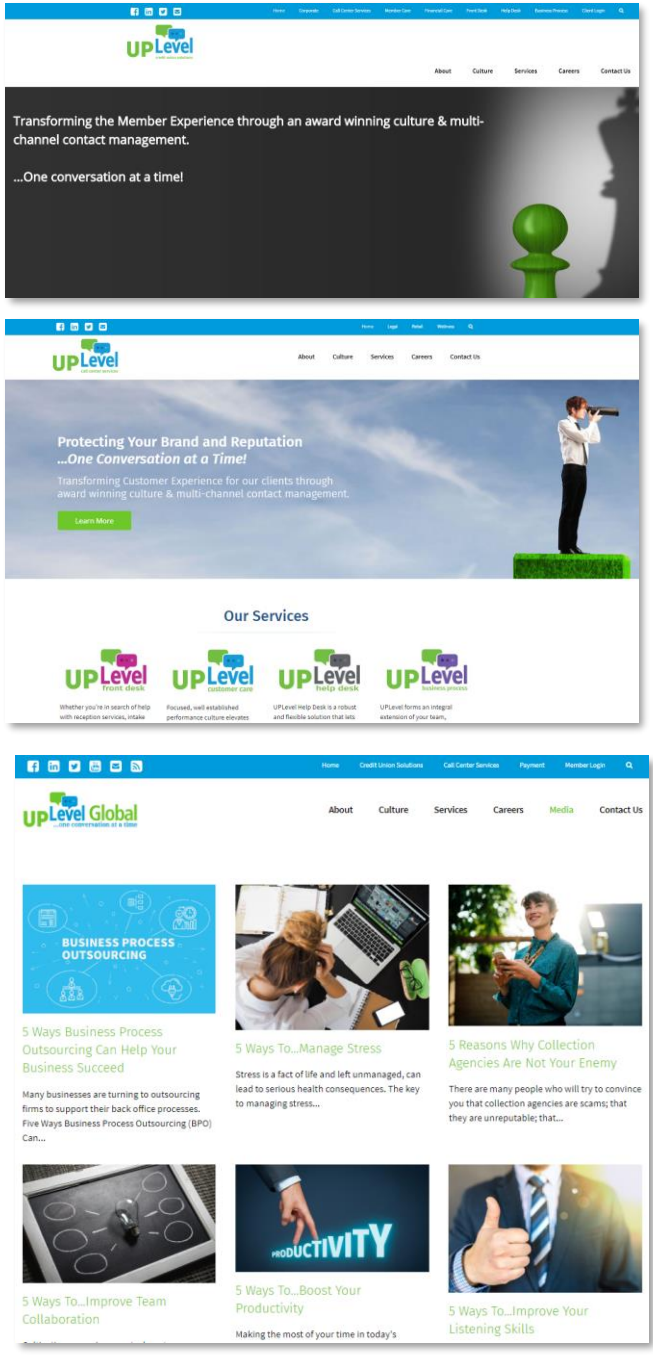
### Challenge:

Cadillac Fairview operates large office and retail properties across Canada. Each property has its own management and administrative teams that operated in silos as there was no way to share successes and best practices with other CF properties. There were also document management issues such as confidential documents being distributed by email.

### Solution:

I gathered site requirements from internal stakeholders and worked with



	<p>the vendor to ensure these requirements were incorporated into the build. I created all graphic elements for the site, wrote and published all content, trained and supported stakeholders on the creation and management of document libraries (SharePoint). The site was successfully deployed in 2011.</p>
	<p><b>UPLevel – Credit Union &amp; Customer Care Solutions websites</b></p> <p>UPLevel is a third-party Accounts Receivable Management firm that provides a variety of member care and customer contact services to clients in several different industries.</p> <p><b>Challenge:</b></p> <p>UPLevel required portals to house vertical-specific information, along with links to their industry specific social media channels.</p> <p><b>Solution:</b></p> <p>Working with their IT team, I wrote industry specific service documents, blogs, created navigation menus, posted client testimonials and launched CU and CCS Facebook and Twitter pages. Uplevelcu.com and uplevelccs.com were both launched in 2019.</p>