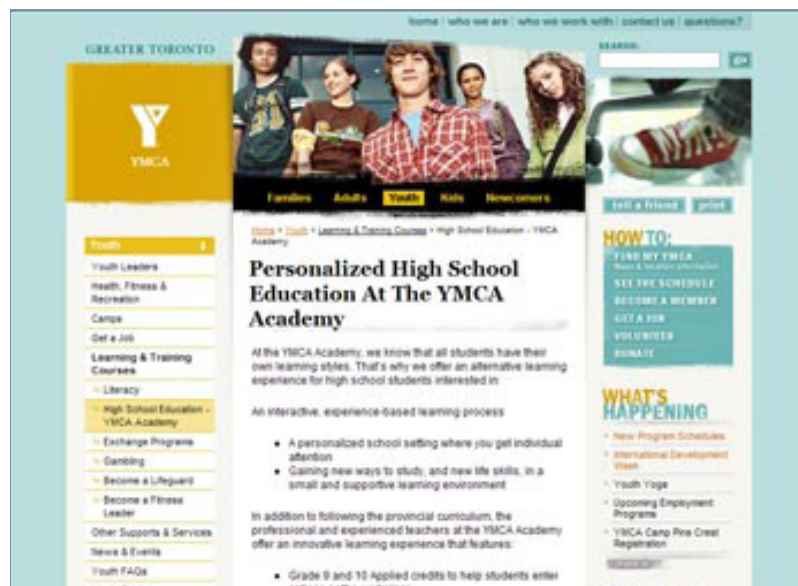


IBM CUSTOMER FACING SOLUTIONS

YMCA of Greater Toronto

From web strategy to post-launch



<http://www.ymcatoronto.org>

Challenge

The YMCA of Greater Toronto's website was not adequately serving the needs of its members nor was it representing the wide range of programs and services the YMCA offered. Members told YMCA that they had trouble finding information and when they did, it was often out-of-date. YMCA needed a complete redesign of the site including: organizational governance, editorial and design standards, clear content ownership, a plan to keep content current, and a fresh and exciting look and feel to complete the package. The solution needed to be as simple as possible for their large base of employees and volunteers.

Solution

The Customer Facing Solutions team developed a five-phase approach, beginning with the Member Insight strategy to identify the needs of YMCA's members. With this as a foundation, they built the remaining layers of the solution: high-level business and IT requirements for the website; a content management tool assessment; a complete website re-design and implementation of the chosen content management system; and a post-launch website assessment. The YMCA GTA website is the only one in North America to be organized by target audience – an innovative feature that other YMCAs are now investigating.

Results

Since the launch of the new site, YMCA GTA's web presence has resulted in more media attention, increased membership awareness, and a decrease in the number of calls to YMCA's support lines. Feedback from employees, members and the general public has been very positive, praising the site organization and fresh new design. Information is much easier to find, and the design complements the contemporary feel of the GTA. Ann Edmonds, YMCA's VP for IT Knowledge Management commented, "The finished product is a high quality web site that we are proud of. It is based on a great design, very contemporary, and is built on a solid infrastructure that will serve us well into the future."