

REFERENCES CBEYOND

PROJECT SUMMARY

Cbeyond (NASDAQ: CBEY) is a leading IP-based managed services provider that delivers integrated packages of communications and IT services to more than 38,500 small businesses throughout the United States. Their the flagship partner portal -- Cbeyondpartners.net -- enables resellers to self-manage their customer relationships. However, the support desk was inundated with questions about how to use the portal site.

Sherpa! provided assistance with the PartnerAccess brand creation, information architecture, user interface design, feature/module development, and technical development consultation. The re-launch provided a custom-tailored web experience for the partners, improving the overall organization and look and feel.

“Sherpa! provided clear value and leadership throughout the project from conceptualizing through implementation.”

MEASURABLE RESULTS

- The portal witnessed a 73% increase in overall site visits and increase in page views.
- Returning visitors increased by 45%.
- Visitor loyalty measurements have increased 187% for visits returning 10+ times.
- The internal team that worked on the project received a prestigious company award.

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“

When we looked at vendors for this project, we looked for a firm that could grow with us. Sherpa! has proven itself as an expert.

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PROFILE

Contact

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Address

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Nature of Project

Extranet Portal
Usability Research
Information Architect.
Wire framing
Interface Design
Portal Consultation
Email Marketing