

Payworks Leverages Progress Sitefinity DX's .NET Core Capabilities to Improve Digital Experiences for Users

CASE STUDY



INDUSTRY
Financial Services

PRODUCT
Progress® Sitefinity® DX

SUMMARY

Deploying Progress® Sitefinity® DX and its .NET Core features, Payworks was able to align the technical expertise of its software development team and its customer-first branding. Additionally, Payworks improves the user experience on its website resulting in a greater number of leads, quarter after quarter.

"It's been important to leverage Sitefinity's flexibility, take something requiring a very unique and technical skill set and being able to empower several users and contributors around the organization. From a lead perspective, we've noticed positive trends since launching the site. There are a lot of things factoring into that but are watching this very closely."

Randy Muns
Manager, Digital
Marketing, Payworks

Challenge

Payworks is a Canadian HR software company focusing on payroll and workforce management services for companies of all sizes. Setting itself apart from other companies, Payworks wants to provide all customers with a seamless experience with a dedicated service model.

It's this company trait that led Payworks to notice a market opportunity. Randy Muns, Manager, Digital Marketing at Payworks, wanted to create a more positive digital experience that better reflects the brand and its customer-centric service model. Muns wanted to redesign the Payworks website to accomplish these goals while also modernizing the technology stack and building a framework that could enable personalization to drive interest and ultimately conversion.

Taking note of the .NET Core expertise in-house, Muns was inspired to find a digital experience platform to match it. Muns, who has experience creating omnichannel experiences on digital platforms, started researching various products. After evaluating the .NET Core capabilities of Progress® Sitefinity® and liking the scalability and flexibility of the product, the marketing team wanted to utilize it.

Solution

Connor Bean, Software Developer, Payworks, gave insight into how important .NET Core is to Payworks' tech stack. He spoke about how most of the development-focused projects within his team were using .NET products. Combined with Muns' alignment goals, it was a no-brainer to take advantage of these two factors.

When using the .NET frameworks to build pages, the goal was to make the workflow for specific processes easier. To accomplish this goal, they sought to create greater versatility on both the frontend and backend. Bean mentions how leveraging Sitefinity allowed the team to utilize headless capabilities without having it.

"The .NET core renderer allows us to have a sense of being headless with the choice of

“Developing with the .NET core renderer, the ease of implementation of our design and accessibility requirements is no different than any other modern technology stack.”

Connor Bean,
Manager, Software Developer, Payworks

frontend technology,” said Bean. “On top of the .NET core renderer, the ease of implementation of our design and accessibility requirements is no different than any other application or modern technology stack.”

As part of their customer-first mentality, Muns and his team wanted to bridge the components of Payworks’ website and implement them into the new one. Muns took stock of the content found on product pages. By taking note of what was located on the page, he was eager to help customers connect the dots between products and navigate their pages more easily.

Results

Muns and Bean point out multiple improved features on the Payworks’ website. Better usability resulted in easier logins for all users. However, the most crucial goal, creating a more focused brand experience, was created. Muns speaks about the notable performance and workflow improvements since launching the new experience.

“It’s been important to leverage Sitefinity’s flexibility, take something requiring a very unique and technical skill set and being able to empower several users and contributors around the organization,” said Muns. “From a lead perspective, we’ve received healthy growth, quarter over quarter, since launching the site. This is something we’re paying close attention to.”

With a complete overhaul of both the design and tech stack on the backend, workflows have become smoother. One significant improvement is updating legacy content and posting new content. For example, Muns mentioned the flexibility of the platform enables the HR team to publish available job descriptions quickly and easily.

Muns sums up Payworks’ Sitefinity experience with the following: “There’s enough flexibility and horsepower to fuel a bunch of different things we are looking to do going forward.”

About Payworks

Doing business to business, person to person. Payworks is a leading expert in the field of total workforce management solutions, providing cloud-based Payroll, Human Resources, Employee Time and Absence Management to businesses across Canada. Payworks is a 2022 winner of the Canada’s Best Managed Companies Platinum Club designation, having retained its Best Managed designation for eight consecutive years.

For more information, visit www.payworks.ca



Utilize Progress Sitefinity’s .NET Core features to easily build web pages with the ideal digital experiences for your customers.

About Progress

Dedicated to propelling business forward in a technology-driven world, [Progress](http://www.progress.com) (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

[f](#) /progresssw
[t](#) /progresssw
[v](#) /progresssw
[in](#) /progress-software
[o](#) /progress_sw_

2023 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved. Rev 2023/01 RITM0190794