



ENA Rejuvenates Ecommerce, Boosts Mobile Traffic with Progress Sitefinity

AT A GLANCE



Emergency Nurses Association (ENA) needed a better web ecommerce experience for its 50,000 members, making it easier for them to access courses—and donate to the organization. Thanks to Progress® Sitefinity®, the ENA web experience is now the picture of health.

COMPANY

Emergency Nurses Association

PRODUCT

Progress® Sitefinity®

INDUSTRY

Associations & Non-Profit

COUNTRY

United States

Challenge

When the Emergency Nurses Association wanted to upgrade its ecommerce experience and streamline backend management, it turned to Progress Sitefinity.

“We are always looking for feedback and opportunities to continue to improve the experience and the Sitefinity platform allows us the ability to do that in a very agile way.”

Bridget Walsh

Chief Governance Officer,
Emergency Nurses Association

Solution



Rejuvenated the shopping cart experience



Gained business agility via API integration



Crafted a seamless user experience

Results



Streamlined backend and frontend management



Created more upsell, cross-sell opportunities



Deployed a better user checkout experience

Progress Sitefinity empowers associations to drive revenue via intuitive design, agile integrations and frictionless ecommerce.

facebook.com/progresssw

twitter.com/progresssw

youtube.com/progresssw

linkedin.com/company/progress-software