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Case Study

Leading Healthcare Service Provider Gets A Customer Experience Facelift With Drupal 10 Upgrade

Industry: Healthcare

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About The Client:

Established in 2009, our client is a leading provider of healthcare services in the US. The brand has helped thousands of patients get access to healthcare services from qualified professionals. Our client wanted to improve their website's performance, customer experience, and revenue margins. Running their website on Drupal 9 for the past three years, the business owners wanted to upgrade it to Drupal 10 before its end of life.

Upgrading to Drupal 10 Enabled Our Client to

- Improve their customer engagement on the website by 35%
- Boost their organic visitors by 3X
- Strengthen their website's security and stability
- Maintain an incredible 99.99% uptime

Client's Challenge:

The challenges faced by our client in the Drupal 9 to Drupal 10 upgrade journey were unique and numerous. Here's an overview of the challenges and complexities associated with this project:

- The healthcare website had many custom modules and functionality, which made it complex to upgrade to Drupal 10.
- The importance of providing uninterrupted services online can't be understated. Especially in the realm of healthcare, the websites can't afford any downtime. As our client's website was offering 24/7 appointment scheduling services, they were worried about service disruption and downtime during the upgrade process.
- The website's mobile design was not thoroughly responsive across all the pages. During the upgrade process, our client wanted to enhance their mobile design and user experience.

The Solution We Implemented:

Our Drupal developers assessed the website and its tech stack thoroughly and identified its areas of improvement, design issues, technical weaknesses, and other discrepancies. We implemented a multi-faceted and comprehensive website migration approach that included the following steps:

- ✓ **Version upgrade**
- ✓ **Website design revamp**
- ✓ **Mobile responsiveness optimization**
- ✓ **On-page SEO optimization**
- ✓ **Security enhancements**

Version Upgrade:

- We removed all the deprecated codes of the Drupal 9 version and enhanced the website's coding.

- Our team migrated the custom modules built on Drupal 9 to Drupal 10 by upgrading a few modules individually and rebuilding a few others from scratch.

- The hosting platform our client was using did not match Drupal 10's platform requirements. We helped them migrate to a hosting platform that meets the prerequisites of Drupal 10.

- Some of the contributed projects of the website were built on versions older than Drupal 9.3. We upgraded them to Drupal 9.5 to enable a smoother whole-website transition to Drupal 10.

- After final troubleshooting, we migrated the entire website, its content, backend data, custom features, and other components to Drupal 10 without disrupting the frontend experience.

Website Design Revamp:

- The website's design was old-fashioned, and user experience was rudimentary. It lacked conversion-boosting features and delivered a poor customer experience. Our Drupal 10 designers revamped the website's home page, navigation bars, and contact us pages in the first phase, which boosted customer engagement by 35%.

Mobile responsiveness optimization:

- Our business development strategists discovered that the number of mobile users is constantly increasing, especially for healthcare websites. But our client's website wasn't 100% mobile-responsive. Our expert designers revamped the mobile version of the website by employing an exclusive mobile-first design strategy. The average session duration on mobile devices grew by 29%.

On-page SEO enhancements:

- The website lacked basic SEO features like appropriate Meta titles and well-structured URLs. Our Drupal development services are inherently SEO-friendly by default. We enriched their website's SEO with advanced elements like faceted navigation, thoroughly optimized sitemaps, meta descriptions, tags and categories, etc.

Security Enhancements

- Our team ensured that the migrated website is secure by all means. From data encryption to 2-factor authentication, from supervised admin access to customer data protection, and from SSL certificates to security patches, we implemented robust and end-to-end security measures to make the website highly secure and breach-proof.

Impact on Client's Business

As a result of the steps we implemented, the healthcare website's performance increased in multiple aspects.

- The website's organic traffic grew from 13K per quarter to 41K.
- The average time spent on the website by the visitors increased from 1.5 minutes to 2.5 minutes.
- The website used to have frequent downtimes that were largely reduced after upgrading to Drupal 10. Our efficient website upgrade and monitoring processes helped the client achieve an incredible 99.99% uptime.
- Our Drupal 9 to Drupal 10 upgrade process strengthened and boosted the website's security by 90% and even more. As a part of our Drupal 10 development service, we also provided our client with a foolproof risk mitigation plan.

Closing thoughts

After upgrading to Drupal 10, the website's key metrics, performance, customer experience, and SEO outcomes improved multiple times. If you are looking for similar results for your business, get in touch with us. Our Drupal upgrade and migration experts can help you reap the full benefits of Drupal 10 and steer and propel your business growth in the right direction.

Other Useful Resources

- Case Studies
- eBook
- Infographics
- Whitepaper
- Blog
- Fact Sheet
- Webinar

Want More Info?
Contact Our Drupal Partners Team Today!
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