Partenamut is part of the Partena group of companies, which has 3,400 employees and more than 80 years of experience operating in Belgium, providing human resources, social, and health-related services to individuals as well as companies. One of Belgium’s leading independent health insurance funds, Partenamut helps its 950,000 members benefit from the right insurance and provides advice on a range of associated topics such as health, healthcare administration, preventive care, and social services.

**Challenge**

Partenamut, which is dedicated to making life easier for its members, identified expectant parents as a target group that would benefit from its specialized support. During all stages of pregnancy and birth, Partenamut wanted to reduce the burden of any required administrative processes for its members and its organization and to provide high-quality information at each stage. Therefore it wanted to increase customer loyalty within the digital-minded 25-to-35 age group and to establish Partenamut as the No. 1 health insurance provider for expectant parents in Belgium.

To support this strategy, Partenamut decided to develop a dedicated website for expectant parents. The main goals of its special Babymut.be website was to provide health insurance information focused on pregnancy and the first months of life so parents could easily find all the information they needed in one place, rather than having to navigate the main Partenamut site.
“Sitecore proved to be not only the right content management system but also an engagement platform. Thanks to personalization of content and triggered email campaigns, we are able to closely engage with our members and optimize their engagement. The new website ensures that members send the right documents and make the right requests at the right time, which saves time for our teams and increases their efficiency.”

– Helen Tueni
e-Business Project Manager
Partenamut

Solution

Partenamut worked with Sitecore® Solution Partner Sidewalk to select a customer experience platform that would help engage this target group and deliver across all channels in two languages (Dutch and French). The platform would also need to integrate with the businesses’ customer relationship management (CRM) and other business systems and help with search engine optimization (SEO). Partenamut, together with Sidewalk, selected the Sitecore® Experience Platform™.

With internal and external teams, Partenamut created a site using Sitecore that enabled a thematic, chronological, and contextual journey throughout a pregnancy and, with Sitecore’s personalization capabilities, introduced a personalized area that recognized the stage each user was at so it could provide tailored, timely information to registered users.

Results

Since Babymut.be went live, in April 2013, more than 3,300 expectant parents have registered for the personalized area of the site, and the website overall attracts 3,500 unique visitors every month, with an average of 9 four-minute page visits each. The site personalizes content delivery to its members, using Sitecore to show content relevant to each maternity stage and to trigger email campaigns to make the right requests at the right time. This has saved time for Partenamut’s business team, reducing manual processes to improve administration efficiency.

The Partenamut content editors have quickly adopted the fast, reliable Sitecore Experience Platform. The team members were assigned dedicated roles on the Sitecore platform to work simultaneously and can now implement whole campaigns with the built-in Sitecore Marketing Center without relying on specialist developers. The full site was finalized in less than a month by fewer than two full-time equivalents (FTEs) with full authoring—including articles, pictures, banners, and the personalized area.

The new site has also seen the business switch from printed to digital materials for its target audience, with content editors easily designing new digital forms with Sitecore’s Web Forms for Marketers module. Before adopting Sitecore, Partenamut was using considerably more paper documents, designing and printing costly brochures and other materials. The switch to digital has meant print savings of €75,000 and reduced environmental impact.
Sitecore is the global leader in customer experience management. The company delivers highly relevant content and personalized digital experiences that delight audiences, build loyalty, and drive revenue. With the Sitecore® Experience Platform™, marketers can own the experience of every customer who engages with their brand, across every channel. More than 4,400 of the world’s leading brands—including American Express, Carnival Cruise Lines, easyJet, and L’Oréal—trust Sitecore to help them deliver the meaningful interactions that win customers for life.

Case study

“At Sidewalk, we were proud to build a high-visibility website for Partenamut, using the full range of digital marketing tools Sitecore has to offer. These native Sitecore tools enable the Partenamut marketing teams to control the complete user experience, from first visit to recurring automated email campaigns and loyalty management. Thanks to the effective Sitecore support and the creative solutions of our Sitecore experts, we were able to bring Babymut.be to life with far less custom development than ever. Sitecore provides high-grade native tools that enable us to deliver fast, powerful, and accessible solutions to each customer.”

– Jérémy Coste
Sidewalk Coordinator