

Welcome Technologies Chooses Contentstack to Help Build the American Dream

CASE STUDY

WelcomeTech

WEBSITE: <https://saberespoder.com>

INDUSTRY: Technology and
Immigration Services



75% FASTER
publishing
times



40% INCREASE
in updating
content



50% RISE
in overall
productivity

ABOUT

Welcome Technologies leverages proprietary data to provide trusted information and tailored services for immigrant families pursuing the American dream. With over 9M users interacting with their platform every year, Welcome Technologies uses machine learning to provide financial help, access to high-quality health care, and educational products and services.

SUMMARY

Welcome Technologies needed a new CMS to help them reach their business goals and objectives. After a smooth onboarding process, Contentstack has helped increase publishing speed by more than 75%. Teams are now updating content 40% more frequently, and productivity has improved by 50%. With Contentstack, Welcome Technologies now has an agile, secure, and scalable platform for the future.



THE CHALLENGE

Welcome Technologies had both an internal custom-built content management system and Contentful CMS, but neither system was capable of realizing their vision for content. They found the support system for Contentful challenging. It was not going to be easy to do the projects and integrations they wanted. Welcome Technologies wanted a headless CMS and robust APIs to integrate easily with the different sites they were going to launch, and a strong support system was essential. So, they started looking at other options. After a couple of months of going through demos with many different companies, they found Contentstack to be the best solution.



The versioning feature has been beneficial. ... I like how fluid it is when switching over to Spanish and then plugging everything in. Because we're a bilingual site, the language capability is critical, and Contentstack shines in that regard.



– William Leborgne, Director of Content, Welcome Technologies

THE SOLUTION

Contentstack proved it was one of the most user-friendly interfaces with the potential to simplify integrations for Welcome Tech and continue to grow with the business. The onboarding process was easier than Welcome Tech expected. With Contentstack's support team help, Welcome seamlessly shifted everything over to Contentstack in a little over a month. The engineering team also found onboarding straightforward. It was a smooth experience.

Welcome Technologies has seen growth in their ability to produce content quickly with Contentstack. For example, the site includes a section on coronavirus, and those types of changes need to be as dynamic as possible. With Contentstack, Welcome Technologies is publishing 75% faster than with their previous content management systems.

William Leborgne, Director of Content, says that "The versioning feature has been beneficial. When a colleague or a freelance editor makes changes, seeing the changes or comparing two versions



THE SOLUTION

and having them side by side is helpful. I like how fluid it is when switching over to Spanish and then plugging everything in. Because we're a bilingual site, the language capability is critical, and Contentstack shines in that regard."

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I've looked at more than half a dozen CMSs, and Contentstack came to the top for all the right reasons. The product is incredibly user-friendly. The support team was excellent. The integration with our system was seamless. The engineering team is delighted. Integrations for personalization, AB testing, and all the other bells and whistles are there in spades, so it's a no brainer.

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– William Leborgne, Director of Content, Welcome Technologies

Security was another considerable aspect for the team since they deal with sensitive information for an at-risk demographic. Welcome launched a banking product that is a native app, and in the future, they plan to integrate Contentstack to post content in the banking app. When choosing Contentstack, Welcome Technologies' CTO wanted to work with a big player to improve their security continuously. Contentstack takes security extremely seriously, which is vital for the moment when Welcome Tech connects those two pieces. Recently, Contentstack proved their zeal for security by becoming SOC 3 compliant.

Leborgne says, "I've looked at more than half a dozen CMSs, and Contentstack came to the top for all the right reasons. The product is incredibly user-friendly. The support team was excellent. The integration with our system was seamless. The engineering team is delighted. Integrations for personalization, AB testing, and all the other bells and whistles are there in spades, so it's a no brainer."

IN SUMMARY

Using Contentstack, Welcome technologies has increased publishing speed by more than 75%, updating content 40% more frequently, and has improved overall productivity by 50%. In summary, Contentstack has enabled Welcome Technologies to be a faster, more agile, secure, and scalable platform for today and the future.