CSG + Flywheel

Case study

CSG is a leading business support solutions provider and a trusted partner to some of the most well-known companies in the world, including ESPN, Verizon, and Redbox. In the midst of a big move to the WordPress platform and a brand new website, they came to Flywheel in search of a product and a team that would be able to deliver on all of the brand promises they've made to that impressive client list.

Flywheel was able to take that responsibility and run with it. On top of an incredibly resilient platform and industry-leading security practices, we were able to provide them with a superior level of support and account management, partner with their team of developers, and assist in a very successful launch of the new CSG site on WordPress.

SUPERIOR SUPPORT & ACCOUNT MANAGEMENT

Converting a site to WordPress can come with quite a few challenges and a lot of moving parts, particularly for larger businesses. It requires some detailed setup, importing content, designing the site, testing and debugging, taking the site live, and a bunch of revisions in between. On top of that, WordPress is a platform that many developers and digital specialists haven't specifically worked with.

This can all sound really daunting, but it's a breeze if you have the right resources! Throughout this entire process, CSG's marketing team was able to have their technical account manager at their side to answer questions, troubleshoot quickly, and give advice at a moment's notice.

Whether it was a WordPress woe or pesky plugin, we were able to walk them through it and straight to a quick resolution. The value of having a dedicated account manager, on top of our existing expert support team, was extremely beneficial in delivering the best experience possible for CSG.

Flywheel didn't just provide problem-solving, however; we were also able to streamline their web development and workflow on WordPress. Our collaborator feature allowed CSG to easily invite their in-house digital specialists and agency developers to work on the website (without sharing any passwords), so they could build the project out under a single Flywheel roof.

READY FOR LAUNCH

Flywheel, CSG, and their design agency, Yamamoto, were able to work together in the earlier stages of the WordPress project to put together a plan that would be ideal for CSG's goals and timeline. It was a lot of shared effort that required work on all sides to ensure everything would run super smoothly. Together, we created a roadmap that allowed for approximately eight months to develop, test, and experiment with the CSG site, which gave the corporation ample time to create a fantastic final product.

CSG and Yamamoto took their time to build the site thoughtfully on a Flywheel staging environment before pushing to production, which provided the opportunity for extensive site performance and load testing. That feature gave CSG a chance to flush out any hiccups or bugs that could affect the performance of the site in advance of the launch, saving countless hours of potential troubleshooting our post-launch problems.

By working closely together and keeping open and frequent channels of communication going, Flywheel was able to learn and understand the unique needs of CSG throughout the project, from working with particular plugins to deploying the database. All of that knowledge and teamwork came together for an incredibly successful WordPress launch of CSG's brand new and brilliant website!

Following the big day, the teams continued to work together to ensure that SSL was added, all certificates were current, all caching rules were in place, and the site looked streamlined wherever a user might be in the world.

Today, we continue to provide top-notch account management services and a strong and stable platform for the CSG site, and CSG is proud to work with a company that specializes in hosting, employs WordPress experts, and truly values and understands the importance of a partnership.

Partner with Flywheel today

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

TALK TO AN ENTERPRISE SOLUTIONS EXPERT

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