External Website Replacement Project

Completely redesigned with the customer in mind, the new www.citizensfla.com saw nearly 200,000 visits in the first two weeks since its successful launch on February 1.

Over the past year, our talented project, Communications and IT teams worked diligently to design and develop a fully fledged website with minimal external support. Highlights of their work included:

- Partnering with Communications to design a clean, user-friendly interface with intuitive navigation and site organization
- Working with Product Owners to align business requirements with out-of-the-box capabilities where possible and build customizations where necessary
- Producing and compiling comprehensive content to educated consumers about Citizens' products and programs, hurricane preparedness and other important corporate information
- Developing a site search function to help users easily find the information they need
- Creating dedicated *Agents* and *Adjusters* child sites that allow agents, adjusters, employees and other authenticated users to access protected information in one place using their Citizens Authentication Gateway (CAG) credentials.
    - Once logged in, authenticated users are able to access the Citizens Insurance Suite and several other major systems directly from the site without re-entering their login credentials
- Integrating the product with multiple systems (e.g., Manage myPolicy, PIWEST, Citizens Insurance Suite, etc.). Where necessary, working with responsible team to update those systems to align with the new site design and functionality.
- Integrating access to the Knowledge Base to allow users to search Citizens' entire frequently asked questions (FAQ) database, receive answers based on their user profile and review related questions based on their search criteria and history
- Implementing self-service content management and workflow to allow website updates with minimal to no IT intervention
- Building multi-layer production architecture and deployment configurations that leverage Liferay's best practices
- Improving and ensuring product quality by following extensive SDLC processes including System Testing, IT Security Testing, Performance Testing, Regression Testing, Disaster Recovery Testing, Operational Monitoring and other Infrastructure deliverables
- Creating and conducting multiple training sessions for Product Owners on Liferay's Content Management system

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