



MACSF Customer Success Story



The French mutual insurance business for health professionals, MACSF, wanted a future-proof system to offer its one million members a more relevant online experience. Content had built up over the years to more than 3,000 undifferentiated items. Accustomed to the robustness, versatility and support of eZ Publish CMS, MACSF was always going to stick with Ibexa in its choice of next-generation Digital Experience Platform. The DXP will help to change the insurer's relationship with its members, and enable MACSF to be much more proactive thanks to the new features it now offers.

Why eZ Platform?

In 2014, MACSF replaced its rigid and outdated CMS with eZ Publish because its solution met and surpassed the insurer's expectations for content publication, versioning, stability, security, durability and support. So when Ibexa launched eZ Platform, its next-generation Digital Experience Platform, with its agile and intuitive routes to content creation and personalization, it was only a matter of time before MACSF migrated. The combination of robustness and very detailed segmentation was important to MACSF because it offers its financial services to a full spectrum of health professionals: from student physiotherapists to world-renowned thoracic surgeons, all with very specific content interests and insurance needs. Ibexa consultants carried out an extensive audit with detailed recommendations about the proposed migration. In-house training for the new DXP was an eye-opener for content authors who will have much more intuitive interactions with the system.



Challenges

- Modernize CMS infrastructure
- Future-proof web design and content architecture
- Make system more user-friendly for contributors
- Personalize: MACSF has a wide range of users and wants to give them relevant content
- Move to platform fully supported by Ibexa



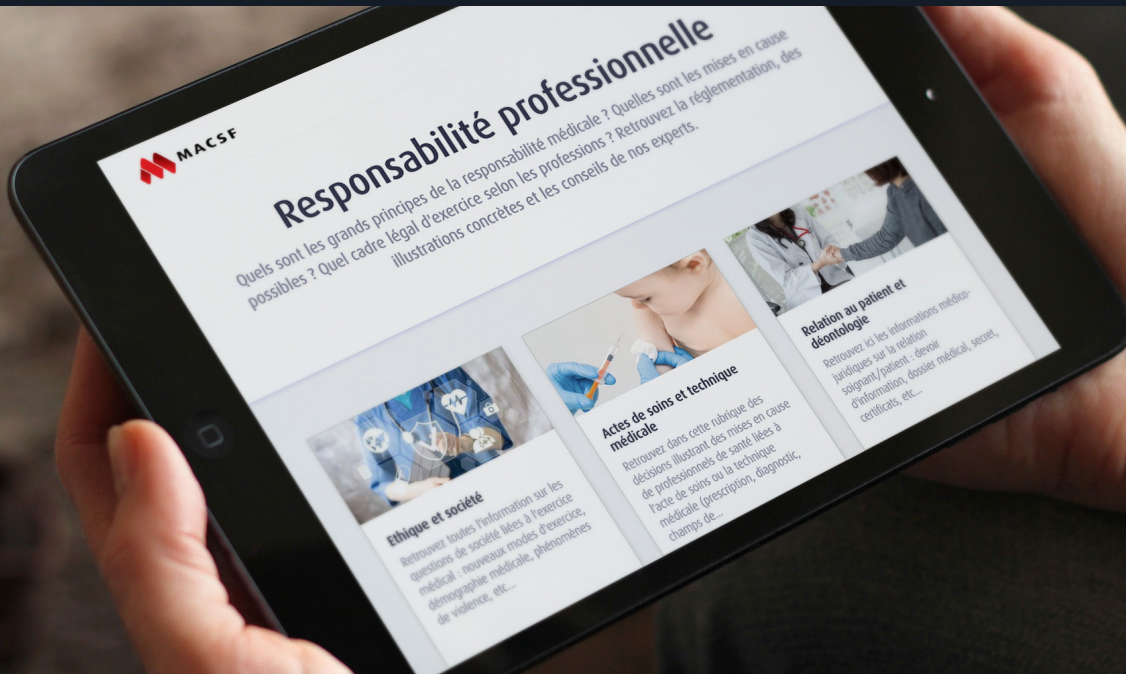
Project Summary

- Gather information through workshops with contributors, developers, and system engineers (network and security)
- Adapt concept design to the prerequisites and constraints of the target version of eZ Platform Enterprise.
- Establishment of Proof of Concept to validate the feasibility of migration
- Audit for putting in place for the new, internal server infrastructure
- Migration from eZ Publish 5.4 to eZ Platform 2.5



Business Benefits and ROI

- Simplicity, clarity and ergonomics of the system are very appealing to contributors
- Ibexa's 'content philosophy': everything intuitively organized in the back-office
- Expert Ibexa Audit with detailed report of recommendations
- No need for IT involvement
- Great potential for personalization
- Configurator will add interactive element and boost site stickiness



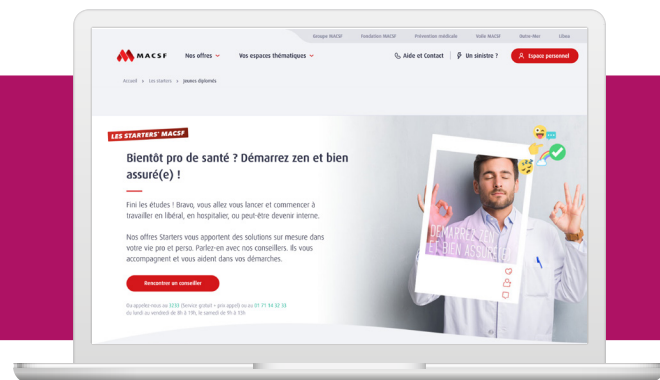
Required: A Modern DXP That is Future Proof

The French insurer Mutuelle d'assurances du corps de santé Français (MACSF) was founded in 1935 'by doctors for doctors'. Its status and philosophy as a co-operative have survived the best part of its century: today, MACSF is owned by more than one million members and its board consists entirely of healthcare professionals.

Apart from professional indemnity insurance, which it provides to two in three French healthcare professionals, MACSF offers a wide range of other financial products: from home and travel insurance and health cover to personal credit, student loans, life assurance and savings and pensions schemes. In 2009, MACSF created its LIBEA division to extend its services to other liberal professions.

The growth of the MACSF product portfolio and the diversity of its membership was stretching the legacy Content Management System far beyond the limits of its capabilities. In 2014, MACSF undertook an extensive audit for a CMS that would give it the dynamic and thoughtful online presence it needed.

ibexa [then eZ Systems] had the CMS with the highest rating.





Ibexa: The Right Prescription for Medical Insurer

Albert Dzon-Oko Féré, IT project manager at MACSF, was involved in this process. “Ibexa [then eZ Systems] had the CMS with the highest rating,” he remembers. “It met the expectations of the business and the IT department and stakeholders in marketing and communications in terms of content publication, versioning, stability, security, durability, publisher support and robustness.”

Dzon-Oko Féré observed the shift in focus from content management to the overall experience orchestrated by technology, where a Digital Experience Platform (DXP) negotiates all the interactions with customers – or members in the case of MACSF – as well as the backend. MACSF, he realized, had to be part of this evolution. “We wanted a modern platform that was future-proof,” says Dzon Oko-Féré, “with a backend that was more intuitive to our content contributors.”

This time there was no audit. In fact, there was never any question about which DXP Dzon Oko-Féré and his team would implement: Ibexa’s eZ Platform. “We were interested by the new features available, modernizing our CMS infrastructure and to have a platform fully supported by Ibexa,” he says.

The groundwork for the migration from eZ Publish 5.4 to eZ Platform 2.5 began in October 2019, and included a series of workshops with editors, developers, and security engineers. What emerged as a key benefit of Ibexa’s DXP, eZ Platform, was the ‘simplicity, clarity and ergonomics of the new backend’. “These are very appealing to contributors,” added Dzon Oko-Féré.

We greatly appreciated the audit work and the detailed report of the recommendations made by Ibexa – both the quality of the exchanges and the expertise in the answers provided.



Improved User Experience with Personalization

He singles out the contribution made by Ibexa in this preparatory phase.

“We greatly appreciated the audit work and the detailed report of the recommendations made by Ibexa – both the quality of the exchanges and the expertise in the answers provided.”

The next stage was a detailed Proof of Concept to validate the feasibility of the migration for the site containing more than 3,000 diverse pieces of content which had to be organized in the backend and made available to the MACSF iPhone and Android apps through APIs, benefiting from Ibexa’s deep experience with headless CMS.

Now that the migration is over, Dzon Oko-Féré will turn his attention to new functionality like the Page Builder, and give more thought to personalization. “We have lots of content,” he says, “but it’s content for everyone.” MACSF’s million-plus members are active in a wide variety of healthcare jobs, with different career trajectories and financial objectives ranging from student loans to pension savings.

At the moment, the content is largely undifferentiated which means an orthopaedic surgeon close to retirement will see the same articles on his homepage as a physiotherapy student. These are adequate but they do not specifically target the customer. The personalization functionalities of the Ibexa DXP will enable MACSF to customize content and ensure a better experience for the end users.

Dzon Oko-Féré sums up: “We love the robustness of Ibexa and what you might call its ‘content philosophy’ –with everything intuitively accessible from the backend to our dozen or so contributors. We also wanted a springboard for change: a future-proof system, and full Ibexa support for that system.”

Next up? “Redesigning templates for certain page template for example, and deploying Page Builder as well as implementing personalization in collaboration with the user experience team of the marketing and digital management department. The fun stuff,” concludes Dzon Oko-Féré.

We love the robustness of Ibexa and what you might call its ‘content philosophy’ – with everything intuitively accessible from the backend to our dozen or so contributors.