

Joyce Meyer Ministries Soution Engages Customers Worldwide

As a not-for-profit company, Joyce Meyer Ministries was seeking a budget conscious, commerce system that provided a comprehensive customer experience and helped resolve their global commerce complexities. The Joyce Meyers Ministries marketing team engaged XCentium for their services with a Sitecore upgrade and migration to Sitecore Experience Commerce. XCentium enabled digital commerce solution leveraging Sitecore best practices that connected with customers globally and furthered Joyce Meyer Ministries' mission of spreading God's love.

Solving Global Commerce Complexities

Joyce Meyer Ministries is a Christian ministry that shares God's love and the life-changing message of the Bible with the world. Its global presence reaches millions of people daily via internet, television, radio, and live conferences. Headquartered in Fenton, Missouri, Joyce Meyers Ministries has 9 international offices with 21 field offices, and a worldwide staff of over 500 people.

Joyce Meyer Ministries' global business growth required a commerce platform that could keep up with the demands of its customers. XCentium was able to create a foundational infrastructure, that will enable Joyce Meyer Ministries to grow their international mission for years to come. Initially rolled out to the United Kingdom, Europe, the Middle East, Australia and New Zealand, it was critical that this infrastructure consist of best practices and facilitate the continued roll out to other parts of the world.

Joyce Meyer Ministries has grown from a small non-profit group into an international organization. As their global customer base developed its digital presence, it created an opportunity for the marketing team to further develop their online touchpoints. XCentium provided the guidance around ecommerce best practices necessary to implement Sitecore's enterprise-grade commerce platform and helped achieve the marketing team's goals.

CLIENT

Joyce Meyer Ministries

WEBSITE

www.joycemeyer.org

INDUSTRY

Non-Profit

SOLUTIONS

Sitecore® Experience Platform™

Sitecore® Experience Commerce™

"Placeholder for quote from JMM team."

- TBD, Title, Joyce Meyer Ministries



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INTEGRATIONS

Azure Cloud

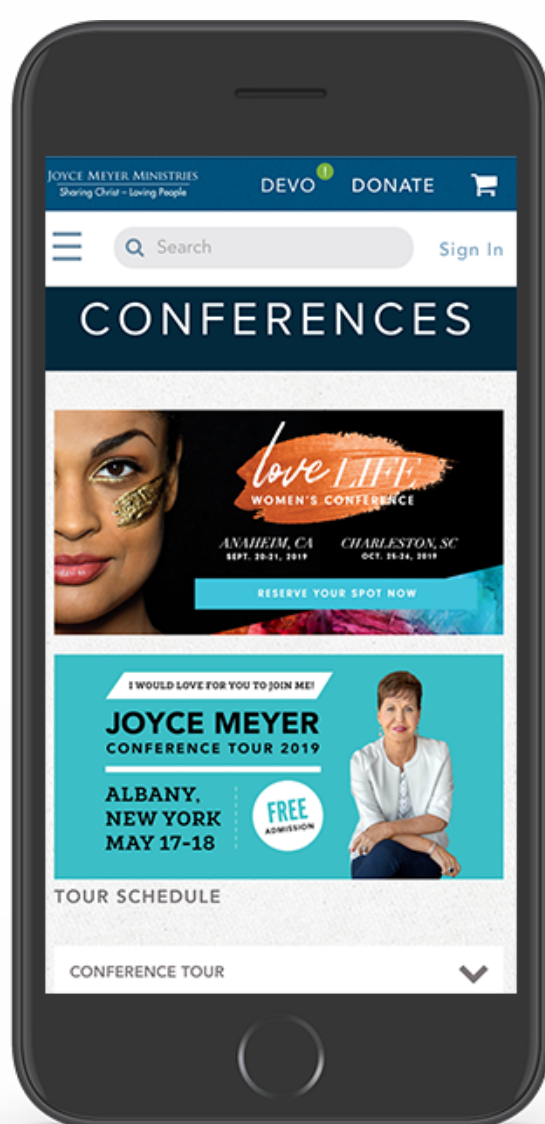
SOLR Search

SSO Using Identity Server

- USA Commerce
- Native Mobile Apps

Global Payment Vendors

- PayPal
- First Data
- PayGate
- Bluefin



Building On A Foundation Of Commerce Best Practices

With 9 international offices and over 20 field offices serving customers from nations all around the globe, Joyce Meyer Ministries was seeking one comprehensive technical infrastructure that would serve their complex needs. Some of the international intricacies XCentium's services helped resolve included:

- Combined disparate commerce systems into one overarching infrastructure
- Created a CMS and commerce system that would work for all, while having flexibility worldwide
- Migrated content, catalog and media into an infrastructure with geographic intricacies
- Solved for merchandising and product management variationsDesigned complex inventory solution, resolving the complexities of how surges in demand, pre-orders, and back-orders are handled in each geographic region
- Delivering a payment system that would accept a wide variety of global currencies including:
 - o PayPal and First Data for the United Kingdom, Europe and the Middle East
 - o PayGate for South Africa
 - o Bluefin for the United States
- Created the capabilities for all payment vendors to facilitate Joyce Meyer Ministry's subscription service.

Ensuring The Best Customer Experience

Joyce Meyer Ministries had created several offices to best serve their customers in specific geographies. XCentium worked with the Joyce Meyer Ministries marketing team to implement a solution that would ensure their customers would automatically interact with an office in their region. Customers would be able to:

- View custom product catalogs for designed for their specific region
- Interact with content and media in their language
- Ensure products are shipped in adherence with geographic sensitivities
- Pay with currency customary to their region

"XCentium is pleased that our close collaboration with Joyce Meyer Ministries (JMM) has resulted in a world class site that every day continues to bring inspiration and hope to of millions across the world. As a not-for-profit organization, executives and leaders at JMM are charged with the responsibility to wisely invest in those initiatives that serve the overall mission charter. Our challenge was to help JMM navigate through all those priorities while leveraging as much out of the box functionality and best practices as possible to minimize costs. The communication and constant feedback from both parties allowed us to develop a roadmap and execution plan that met business requirements with the greatest return on investment possible."

- Phil Bui, Vice President of Commerce at XCentium



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Ensuring The Best Customer Experience Continued

XCentium integrated SOLR search with Sitecore and Sitecore Commerce, creating a full site search for the plethora of media and products available. This enabled Joyce Meyers Ministries customers to see all content and products available in their geographic region.

Sitecore 9 and Sitecore Commerce gave the marketing team access to behavioral data across all their digital touchpoints. Tracking and reporting on the analytic data of their customer's interactions had now become an accurate and intuitive activity with the use of Sitecore 9. Learning from this data can lead to more personalized content and better interactions across different regions and demographics.

A Budget Conscious Solution To Help JMM Reach People In The Future

Joyce Meyer Ministries now enjoys a foundational infrastructure that connects their CMS and ecommerce systems. Connecting all systems to Azure Cloud enables Joyce Meyer Ministries to autoscale for peak traffic periods, including their 10,000+ morning visitors who watch their beloved daily video before starting the day. Their UK, Europe, Middle East, Australia and New Zealand offices are enjoying the benefits of their Sitecore connected commerce solution, with other regional offices excited to onboard the new solution.

In the months ahead, XCentium will be helping the Joyce Meyer Ministries marketing team implement strategies around personalization and recommended products, to help further enhance their customer engagement efforts. The team will implement analytics to help track behavior, donations and purchasing to help the JMM team learn how to make the site more relevant for their customers. Additionally, we will make enhancements to the donation section of the site enabling personalization based on giving history and receiving free gifts based on donation amount. The Joyce Meyer Ministries and XCentium team are looking forward to the roll out of these new features, so that customers around the world can connect with Joyce Meyer Ministries in whichever touchpoint they prefer.

