



NBC CASE STUDY

NORTHEAST COMMUNITY COLLEGE
Norfolk, Nebraska

CHALLENGE

To modernize and improve the user experience and general merchandise sales on Northeast's eCommerce bookstore.

SOLUTION

Implement an optimized mobile experience using the new PrismWeb™ template.

- Responsive design to accommodate any mobile screen size
- Streamlined checkout process
- Improved user flow from search to sale

RESULTS*



increase in online textbook sales



reduction of temporary staff during Rush due to an increase of web orders



increase in total online sales including general merchandise



of total site visits came from a **mobile** device after the new PrismWeb™ template was implemented

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Our **web traffic has grown exponentially** with the addition of the new PrismWeb™ template.

—

Julie Carlson
College Store Manager

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For more information, visit nebook.com or email info@nebook.com



*Results compare Northeast Community College Fall Rush 2017 to Fall Rush 2016.