



# 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.

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**Julie Carlson**  
*College Store Manager*

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For more information, visit [nebook.com](http://nebook.com) or email [info@nebook.com](mailto:info@nebook.com)



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