

CASE STUDY

# Sacramento Area Sewer District

## The Challenge

Sacramento Area Sewer District, or SASD, had an aging website that was not user friendly and couldn't be updated by SASD staff. It was visually outdated, difficult to navigate, and both visitors and staff reported that they were not able to find what they were looking for. Perhaps most importantly, it didn't represent how much this organization cares about its customers.

Originally SASD sought only a technical solution, but later greatly appreciated the value of the 5 Phase Process. What started as a desire to be able to update content without waiting on a third party turned into a complete rethink that transformed the way they communicate their commitment through the website.



## The Solution

We decided to make no assumptions and start from scratch with a full 5 Phase Process. We felt the discovery conversations would be critical to helping this agency communicate their mission and commitment to customer service. Through the use of stakeholder surveys, user stories, and Exploring your Purpose activities, we were able to get to the core of why they do what they do. We were surprised to be so inspired by a utility provider, but when it came down to it, this group's caring for their customers was so obvious that it informed site architecture, design, and even the choice of language used on the new site.

We decided to use action-oriented words for the main navigation to help communicate the organization's customer service commitment in a friendly, approachable manner. One of the most important outcomes of the design was to keep the phone number and search box front and center, along with the "I want to" drop down box to help address the reality that often, by the time a customer visits the website, they are already frustrated.

## The Result

SASD communications department staff are now able to update their content at will, using intuitive, beautiful administration tools. They receive prompt attention when they have questions or need ongoing support to help them fulfill their mission.

*"I wanted to shoot out a quick email to let you all know how pleased we are with the recent launch of SASD's website. The project was managed beautifully (thanks, Sloane!), and the technical support was stellar and prompt (Jason, Cole, Dennis and Haley). Please pass along our kudos to Fuel's team, as well. The design is top-notch.*

*Working with companies like Digital Deployment makes our jobs easier by allowing us to do what we're experts at and letting your team do what you're experts at. Job well done!*

*We look forward to continuing to work with your team!"*

Nicole Coleman, Communications & Media Officer  
Sacramento Area Sewer District

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