

**Louisiana Restaurant Association
Case Study #3
Creative Internet**

About the Organization

The Louisiana Restaurant Association (LRA) promotes, protects and serves the foodservice industry in the state of Louisiana. The organization offers an extensive list of services for members from payroll and workers compensation resources to educational programs and legal services. The LRA is divided into nine chapters across the state and through collaboration acts as a resource to enhance and grow this industry. The LRA's mission is to improve the political, economic and social environment in which the industry conducts business.

The Situation

The LRA began to evaluate and assess its web site as it was five to seven years old and very static. The staff saw a need to modernize and update its site in order to make it more interactive and position the site as an additional resource for members beyond a mere information tool.

The Problem

The organization offers an immense amount of benefits to members, which is showcased on the web site; however, it needed a means by which members could access these benefits 24 hours a day in an easy and timely fashion. Additionally, the LRA needed to develop a more effective way to promote and drive membership sign ups and renewals.

The Creative Internet's Solutions

Creative Internet developed a password-protected section on the LRA's web site directed for members only, which is comprised of several resource tools. Features include the following:

- A directory of upcoming educational seminars and the ability for members to sign up for these courses
- A members exchange featuring a Craigslist-type message board in which members can post equipment and other items wanted or for sale
- Access to downloadable specialized forms and posters, including all necessary HR documents and food safety posters
- An alert section with key information on health and legislative issues relevant to the restaurant industry
- Accessibility to member forms, including easy renewal and online payment
- Links to industry resources and archives of LRA publications

- A frequently asked questions section

Results

Creative Internet helped the LRA bring its web site into the 21st Century. The site not only is an effective marketing element, but an easy-to-use tool for members, further enhancing membership benefits and the LRA as an industry resource. More specifically, we saw the following results:

- Members are able to access the site 24 hours a day, 7 days per week, gathering all the information they need even when the LRA office is closed
- The LRA averages about 10 – 15 online membership registrations per week
- The LRA has received tremendous positive feedback from members currently using this feature
- The LRA is the only state restaurant association utilizing a members-only tool on its web site acting as a trend-setter for the industry

Testimonials

“Creative Internet is very solution-driven in terms of specific challenges. I tell them what I want and they make it happen!”

- Wendy Waren, Vice President of Communications, Louisiana Restaurant Association

“They always say 'anything is possible' and that is why we continue to come back to The Creative Internet. They leave the design up to the designers and do the heavy lifting on the programming side. That way, we get to focus on the user experience. “

- Ian Munde, Owner, Studio Mundi