**PREVIEW TEXT**

**United Methodist Communications works to stay up-to-date in an ever-changing technological environment.**

**TECHNOLOGY AND  
CUSTOMER EXPERIENCE**

The Technology and Customer Experience Teams work to ensure we have systems in place that help us communicate better, serve our audiences more effectively and build capacity to support the denomination’s information and communication technology needs.

The Technology Team made website improvements in 2022 that reduced average page load times by more than half and assured GDPR compliance. In addition, the team worked diligently to improve search engine results through a sustained effort to analyze and update site content and structure, monthly audits, adding redirects to facilitate positive user experience and adding Google Programmable Search to all sites for improved search results.

New content was migrated to our platform, including the General Commission on the Status and Role of Women's website, Judicial Council decisions and all past General Conference sites.

In the area of web hosting, the Technology Team partnered with the Local Church Team to implement six new client services (five-page website Build, website rebuild, website security, website coaching, additional page buildouts, and SEO assistance) and worked with the Marketing Team in the promotion of Find-A-Church in South Africa and Zimbabwe.

The Customer Experience (CX) Team worked to develop and improve [My Portal](https://www.resourceumc.org/en/agencies/communications/about-us/myportal) ensuring that constituents receive the most valuable information from United Methodist Communications. Church leaders, staff, members and others can update contact information, job roles, interests, subscriptions and more. The CX Team also delivered information architecture workflows for cross-application integration via My Portal for Local Church Services application and Find-A-Church updates. In addition, the CX Team collaborated with the incubation team to deliver a simplified and improved user experience for [Find-A-Church](https://www.umc.org/find-a-church) 2.0.

**4,515**

MyPortal interactions

**6**

New web hosting services

**$140,000**

Web hosting revenue