

# Case Study

## Autocene

### Overview

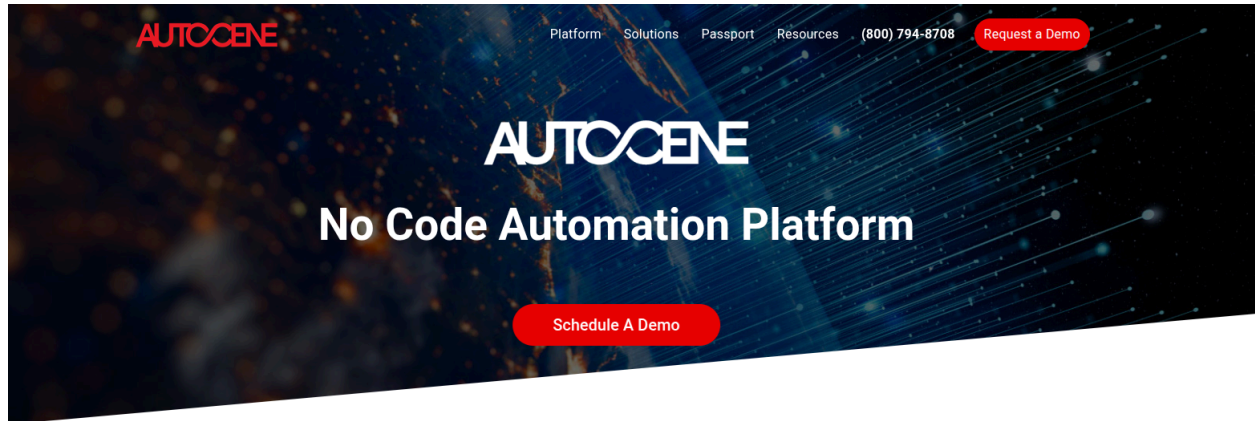
**Website:** <https://autocene.com/>

**Industry:** SaaS / Automation / No-Code Platforms

**Platform:** WordPress

**Key Integration:** Calendly (for demo scheduling)

Autocene is a no-code automation platform designed to help businesses streamline workflows without requiring programming expertise. The primary goal of the website is to convert visitors into leads through demo bookings and clearly communicate the platform's value.



## Objectives

The main goals of the project were:

- Build a **modern, conversion-focused website**
- Clearly communicate **product value and solutions**
- Integrate **seamless demo booking (Calendly)**
- Provide **structured support plan information**
- Ensure **scalability and easy content management via WordPress**

# Challenges

1. **Complex Product Simplification**

Explaining a technical no-code automation platform in a simple, user-friendly way.

2. **Conversion Optimization**

Encouraging users to book demos without friction.

3. **Third-Party Integration**

Embedding Calendly smoothly without disrupting user experience.

4. **Content Structuring**

Organizing multiple offerings (Platform, Solutions, Passport, Support Plans) clearly.

# Solution

## 1. Clean & Modern UI/UX Design

- Hero section with strong messaging:  
**“No Code Automation Platform”**
- Prominent **Call-to-Action (CTA)**: *Schedule a Demo*
- Visual hierarchy guiding users toward conversion



## It's All About the Data

Autocene provides better visibility and eliminates rekeying for better accuracy and more actionable data.

Learn More

Let's Move!

## Accelerate Your Road to Automation

Autocene customers see payback in as little as three months. Applications that are quickly developed and deployed make all the difference.

Learn More!

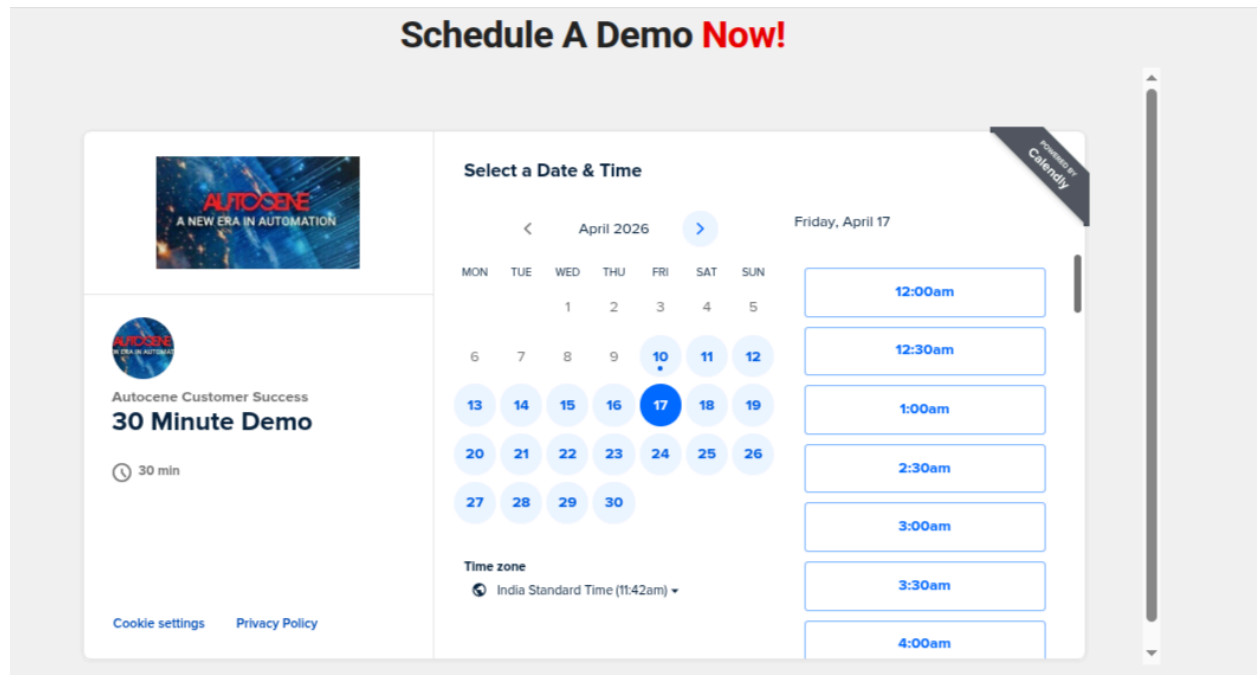


## 2. Calendly Integration for Demo Booking

- Embedded Calendly widget for seamless scheduling
- Users can:
  - Book without leaving the website
  - Embedded **"Schedule a Demo"** functionality
  - Real-time calendar availability
  - Select date & time
  - Automated confirmations and reminders
  - Reduced friction in booking process

**Impact:** Reduced friction

- Increased demo bookings
- Improved user experience with self-service scheduling
- Eliminated back-and-forth communication



### 3. WordPress-Based Architecture

- Built on WordPress for:
  - Easy content updates
  - Scalability
  - Plugin flexibility
- Custom layout and sections for:
  - Platform overview
  - Solutions
  - Resources
  - Support plans

## 4. User Experience (UX) Optimization

The design focuses on guiding users toward conversion.

### UX Improvements:

- Clear call-to-action buttons (Request Demo, Request Pricing)
- Logical content flow from product → solutions → support
- Minimal distractions for better engagement
- Readable typography and spacing

## 5. Structured Support Plans Section

Three-tier support model clearly presented:

### ◆ Standard

- Self-service resources
- System monitoring
- Case management
- Response time < 2 hours

### ◆ Premier

- Everything in Standard
- 24/7 live phone support
- Emergency support (<30 min)
- Escalated support

### ◆ Enterprise Premier

- Advanced support features
- Dedicated Technical Customer Success Manager
- Unlimited admin training
- Passport integration support

## Autocene Support Plans

Standard Support Plan	Premier Support Plan	Enterprise Premier Support Plan
<ul style="list-style-type: none"> <li>✓ Self-service resources</li> <li>✓ System availability monitoring</li> <li>✓ Online case management</li> <li>✓ Target initial response time &lt;2 hours</li> </ul>	<ul style="list-style-type: none"> <li>✓ Self-service resources</li> <li>✓ System availability monitoring</li> <li>✓ Online case management</li> <li>✓ Target initial response time &lt;2 hours</li> <li>✓ Global emergency support &lt;30 min</li> <li>✓ 24/7 live phone support (English only)</li> <li>✓ Escalated support</li> </ul>	<ul style="list-style-type: none"> <li>✓ Self-service resources</li> <li>✓ System availability monitoring</li> <li>✓ Online case management</li> <li>✓ Target initial response time &lt;2 hours</li> <li>✓ Global emergency support &lt;30 min</li> <li>✓ 24/7 live phone support (English only)</li> <li>✓ Escalated support</li> <li>✓ Autocene Passport Integration Support</li> <li>✓ Technical customer success manager (TCSM)</li> <li>✓ Personalized Admin Training Course – Unlimited Users</li> </ul>

**Call for Pricing**  
**(800) 794-8708**  
[Request Pricing](#)

## 6. Strong Conversion Strategy

- Multiple CTAs:
  - “Schedule a Demo”
  - “Request Pricing”
- Sticky navigation for easy access
- Trust-building elements:
  - Support details
  - Certifications (ISO references)

## Tools & Technologies

- **CMS:** WordPress
- **Booking System:** Calendly
- **Frontend:** HTML, CSS, JavaScript
- **Plugins:** Custom + third-party integrations
- **Optimization:** Mobile responsiveness, performance tuning

## Results (Expected/Typical Outcomes)

- Increased **lead generation via demo bookings**
- Improved **user engagement**
- Reduced **bounce rate** due to clear navigation
- Enhanced **brand credibility**

## Key Takeaways

- Simple messaging is crucial for complex SaaS products
- Embedded scheduling tools significantly improve conversions
- Structured pricing/support sections help decision-making
- WordPress remains a powerful choice for scalable SaaS websites

## Conclusion

The Autocene website successfully delivers a **professional, conversion-driven experience** by combining:

- Clean UI/UX
- Seamless Calendly integration
- Structured content
- Strong CTAs

This project demonstrates how thoughtful design and smart integrations can transform a SaaS website into a **high-performing lead generation tool**.