

▶▶ Rock Creek Cattle Company

SuiteFin case study



▶▶ **Website Domain**
www.rockcreekcattlecompany.com

▶▶ **Location**
Deer Lodge, Montana

▶▶ **Business & Metrics Impacted**
Allowed staff to easily manage site updates in-house, without having to wait and rely on an outside web-savvy technician to make changes

Provided a simple, efficient channel for membership communication and club information changes

▶▶ The Challenge

A members-only private ranch community in southwest Montana needed to find a way to reach their membership and provide them with current club information. The previous website was simply not user friendly, and due to the nature of the business, content needed to change often. The club had to rely on an outside web-savvy technician to make changes. They needed more control.

“ I got the job of ‘Website Manager’ because I had worked with a couple of web publishing templates in the past. None of those systems were nearly as easy to use as SuiteFin. If a fly fishing guide can become the website manager, anyone can do it with SuiteFin.”

— Ron Snow, Fly Fishing Guide & Assistant Director of Outdoor Activities

▶▶ The Solution

After discussing editability and membership goals with Pyron Technologies, a SuiteFin website achieved them all. Changes can be implemented simply and immediately, instead of having to forward information to an outside webmaster and waiting an indefinite amount of time for updates to be made. And the club’s website is now used mainly as a communication tool for members. Staff keeps them informed of happenings, news, and updates on the golf course or outdoor activity opportunities. The club is also able to receive inquiries via the site.

“ I was more than a little nervous at the thought of learning how to manage our website. Shouldn’t have been. The Pyron Team was thorough and brought website management down to our level. You don’t have to be a computer guru or a webmaster to use SuiteFin.”

— Ron Snow, Fly Fishing Guide & Assistant Director of Outdoor Activities