



New Look – Same Mission-Driven Organization

On August 4, 2015, Christian Brothers Services (CBS) unveiled our new website look. In keeping with the One Company ... A Mosaic of Services theme, which was first introduced in August 2012, our latest website refresh features an architecture look with large arched windows and mosaic inlay in purple hues. Our mission statement is still front and center and reiterates our desire to serve our members with a mosaic of programs and services.

New on our website, is the About Us menu, which features the history of CBS, including a slide presentation of our 55 years of service, our mission and positioning statements, as well as a detailed description of our strong Lasallian mission. Another new and prominent feature is a virtual tour where visitors can view the history of St. John Baptist de La Salle, the Brothers of the Christian Schools and the Lasallian vocation, which has grown into an international education mission of elementary and secondary schools, universities and technical colleges, retreat centers and social services.

Front and center on the updated homepage are our CBS Products & Services, which feature detailed information on our Health, Retirement, Property/Casualty, IT & Website Services, Catholic School Management and

Consulting Services, all in an easier-to access format. Directly below the Products & Services section, is a highlighted location for administrators, participants, colleagues and health providers to access their information and login. The website also features a smart login area at the top right of the page, which by simply rolling a cursor over the purple login box, will expand to allow users to login easily and quickly. This top right positioning mirrors other websites making the login easier to find and more intuitive for users.

“In any line of business you need to be able to effectively communicate with your members,” states Brother Michael Quirk, FSC, Ed.D., president and CEO of CBS. “By continuing to refresh and redesign our website, we work to create an easier user experience for CBS members and anyone visiting our website.”

CBS has long been known for great customer service, and as an organization, we are continually trying to find ways to more effectively and efficiently help our members with all of their business needs. Our new website refresh is just another way we are evolving in providing exceptional customer service.

While the look and feel of our website has changed, we are still the same faith-based, committed Catholic organization we have always been since our inception over 50 years ago, and we are dedicated to finding ways to serve you better. ☼