



VVV Nederland had an individual website and a web shop with its own look and feel for each of its gift voucher and card products, which were managed separately. The organisation chose Sitecore to convert this to one online platform.

Founding date: 22 February 1885 • **Number of employees:** 40-50 • **Revenue or market share:** VVV Nederland is the absolute market leader in the area of gift vouchers • **Headquarters address:** Maarsbergseweg 20, 3956 KW Leersum • **Website:** www.vvvcadeaubonnen.nl •

In May 2015, VVV Nederland, the company behind the sale of its famous gift vouchers, still had four different gift voucher websites. On three of them information could be found on various types of vouchers and the fourth was a webshop where customers could purchase the gift vouchers. “Not very practical in terms of management and also it wasn’t always easy for visitors to find the information they were looking for,” says Rob Nuyens, e-business manager at VVV Nederland. So the organisation wanted to combine the four platforms and was seeking a solution to facilitate this.

“We were looking for a future-proof solution which could help us to achieve our market objectives”, according to Nuyens. “To increase the sales volumes of our gift vouchers, but also to optimise the cross-selling and upsell processes, for example for gift packaging. So we were looking for a solution which offered our visitors the optimum experience. We also wanted a CMS that we could link to various other systems, so we can exchange information as effectively as possible.”

Stable and flexible website

After weighing up several options, the choice of Sitecore for the management of the website was soon made. “This platform fulfilled our requirements. On some of our sites we also used an older version of Sitecore, which for us was a reliable choice”, says Nuyens. Another reason to choose Sitecore was the integral Federation Experience Manager (FXM). “The webshop section of the new VVV Cadeaubonnen site would therefore continue to run on Magento,



The challenge

- Bringing four websites together in one online platform
- Seamless visitor experience between website and webshop
- One central location for management
- Integration between various systems

The solution

- Sitecore as central CMS
- Magento for transaction settlement and shop environment
- Sitecore FXM for the continuity of the customer experience in Magento

Results

- Easier management
- Enhanced user experience and navigation
- Quicker website loading time
- Future-proof
- Increased insight into customer behaviour and interests
- Options for personalisation



and thanks to FXM it's possible for both environments to be managed from within Sitecore. And also to give them a seamlessly connected look-and-feel."

The deadline for delivery of the new platform was 1 October 2015, which also happens to be the busiest period of the year for VVV Cadeaubonnen. "The last three months of the year generate the most sales due to the various holidays", relates Nuyens. "It was therefore very important to create a stable website immediately, which would run smoothly. There was no room for delay, because we didn't want to launch a new online platform during the peak period. So it was either 1 October, or not until the new year."

Very user-friendly

The deadline was met, due in part to the assistance of Sitecore partner eFocus. Nuyens: "eFocus helped us to transpose the design of the new website to HTML. The bureau also expended a great deal of energy in applying the right texts and optimising the marketing pages. The result is a website which works very well. The new platform has a fresh appearance. The user-friendliness and navigation have improved dramatically and the site loads much faster. The integration with webshop solution Magento also works superbly." In terms of the user-friendliness of Sitecore itself, Nuyens is especially enthusiastic about the front page editor. "The creation and adaptation of web pages is really easy."

In the near future, VVV Nederland also wants to get a great deal more out of Sitecore. "This platform provides the company with the opportunity to see where people engage in the purchase process for example, so the following pages can be adapted to that", relates Pascal Lagarde of eFocus: "VVV Nederland now has a future-proof platform which gives the business the insight to enable it to understand where specific users' interests lie. This is information which the organisation can use to fine-tune the website's content via the Sitecore options for personalisation and marketing automation."

Nuyens: "I am really proud of what we have achieved in four months, but a great deal more is possible."

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Rob Nuyens, e-business manager at VVV Nederland

Sitecore Platinum Partner



eFocus is a digital bureau which specialises in websites, apps, e-commerce and digital marketing.

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Size

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