

Case Study

RICS

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Industry

Education

Partner

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Background

RICS India is a subsidiary of RICS - Royal Institution of Chartered Surveyors - the world's leading self-regulatory professional body for qualifications and standards in land, property, construction, and associated environment issues. RICS is also a global accrediting body for over 600 Built Environment courses at reputed institutions across the world.

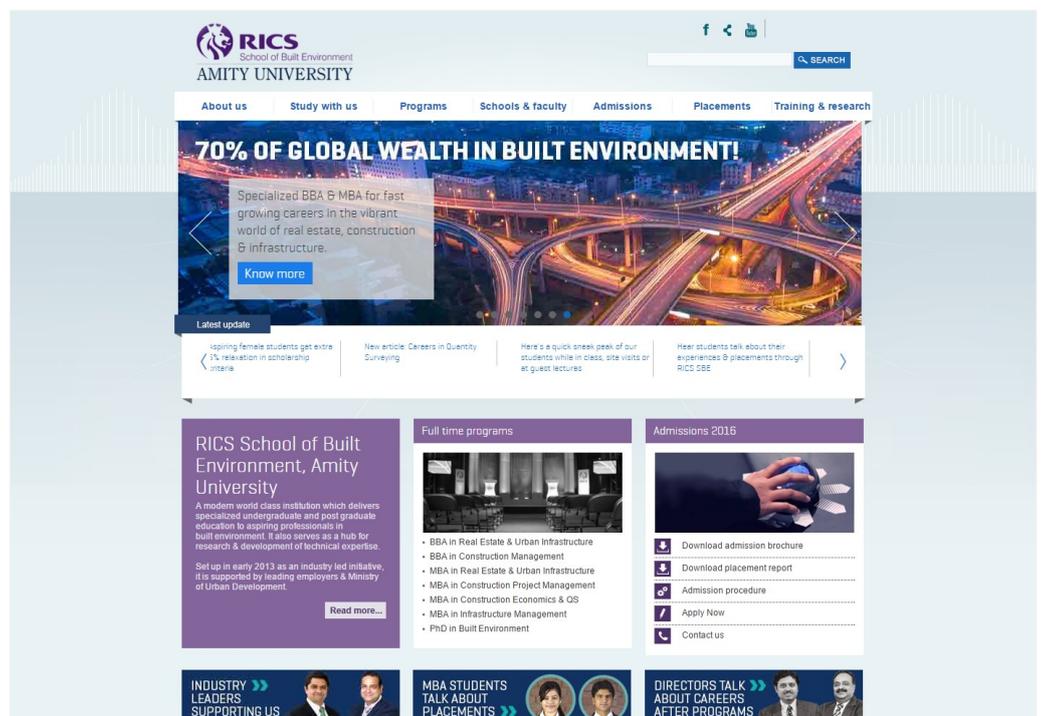
Goals

The RICS project was a CMS application focused on publishing academic information. This application enables the target audience to view details about school programs, news, faculty, admissions, and placements. End users can register for academic year admissions and even can interact with RICS through "Live Chat" to get instant information.

Challenges

RICS was looking for an application where the content being displayed on the website would be easily manageable (publish, edit and delete) by the back-end user. Along with this, the application needed to support analytics to track the performance of the website.

The application needed to be developed quickly and in a way that was mobile, tablet and other handheld devices friendly.



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Solution

Raybiztech reviewed the business requirements of the application and after several brainstorming sessions, Raybiztech proposed Kentico's Content Management Solution for implementing the RICS application - where all the content management would be done. Kentico is a leading provider of CMS platforms, empowering enterprises to build and deploy Internet solutions quickly.

Key Solutions Elements:

User Side

- The end-user should be able to view and search published content including RICS news, programs, faculty, admissions, and placements.
- Users should be able to register for admission.
- Users can chat with RICS through "Live Chat". If the admin is not available, users can leave a message.
- A "Contact Us" page.
- The ability to share on social media.
- Newsletter subscription.
- Implementation of customized carousel in the home page.

Admin Side

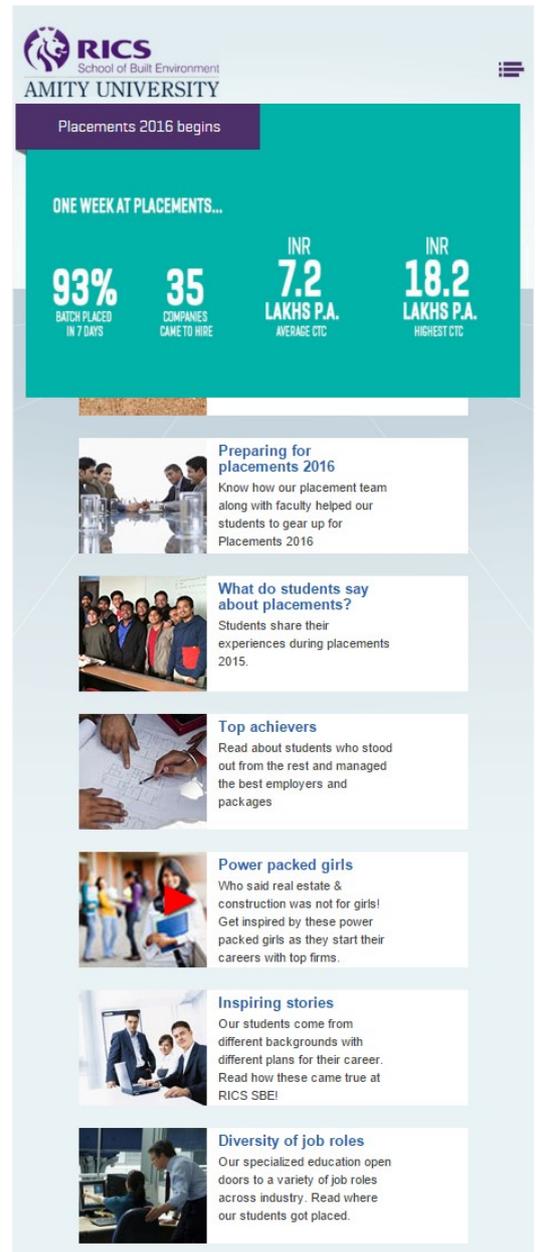
- Analytics tool implementation to track campaign-based performance.
- A content editor for the admin to manage the content.

Technical Challenges

- The analytics are outsourced to a third party vendor with PHP based web services that tracked web page hits. Analytics are also being tracked using Google Analytics.
- The site had to be responsive with support for tablets and mobiles.

Technical Solutions

- Custom code has been used behind the biz forms to track hits within Kentico and update the PHP-based services with new hits.
- Media queries are used to form the HTML, to support tablets and mobiles.



The screenshot displays the RICS School of Built Environment Amity University website. The header includes the RICS logo and the text "School of Built Environment AMITY UNIVERSITY". A navigation menu is visible in the top right corner. The main content area features a large teal banner with the text "Placements 2016 begins" and "ONE WEEK AT PLACEMENTS...". Below the banner, four statistics are presented: "93% BATCH PLACED IN 7 DAYS", "35 COMPANIES CAME TO HIRE", "INR 7.2 LAKHS P.A. AVERAGE CTC", and "INR 18.2 LAKHS P.A. HIGHEST CTC". The page also contains several news articles with images and titles: "Preparing for placements 2016", "What do students say about placements?", "Top achievers", "Power packed girls", "Inspiring stories", and "Diversity of job roles".

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Results

The website was developed in very short duration with Kentico. Traffic has increased continuously and is currently ranked at around 58,000 in India. There has been positive feedback from the end users, and the average visit duration increased. Social media sharing options (Facebook, LinkedIn, YouTube) through website helped to increase the visits. Kentico enabled a “Live Chat” feature that helped users to interact with RICS instantly and get required information.

Key criteria for using Kentico

- Faster development—Raybiztech could build the site faster with fewer resources.
- Kentico offers all of the required modules with better integrations compared to other CMS's on the market.
- Easily maintainable document and content management system.
- Content staging option is available while working with different versions of the hosted site.
- Readily available REST services on the Kentico.
- Powerful data migration tools.