Kentico

mitie

Mitie
NetConstruct

FACILITIES MANAGEMENT, CONSULTANCY,
PROJECT MANAGEMENT, SERVICES

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people live and work. This needed to be brought
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Background

Mitie provides strategic facilities management and consultancy services to some of the biggest organisations around. Their core business is delivering a vast range of services to buildings and facilities that are delivered as integrated facilities management contracts, in bundles or as single services. Through strong strategic partnerships with clients, they advise on a client's office space, energy usage and property strategy, and deliver the largest range of facilities management services in the UK—cleaning, landscaping, pest control, waste, security, catering, front of house, social housing maintenance, and technical engineering maintenance.

In everything they do, their vision is to inspire change in the way that people live and work, by excelling at service delivery, but always looking for a new or better way to do the things that they already do well. This vision needed to be brought to life in Mitie's digital space.

The website is Mitie's largest and most important piece of marketing collateral, receiving more than 60,000 unique visitors per month. It is updated nearly every day, with press releases, blogs, and updates to products and services. It also has an RNS feed going out to City traders. The site was hosted on a bespoke CMS which was difficult to update and restrictive with regards to content. Because of the size of Mitie and the large number of services offered and different kinds of clients served, the site navigation was complex. With more than a dozen different businesses, brands, and divisions, some with single-service clients that may not be familiar with the breadth of services, a website restructure to reflect the business was crucial.

The website needed scalability and the ability to create a microsite builder in future phases.

Goals

- Greater understanding of who the different personas are, what their needs are, and which digital touchpoints inform their behaviour/buying decisions
- A responsive website
- A website that is easily navigable for all personas
- An easy-to-use CMS for non-digital native marketers
- A CMS that can give Mitie a continuous insight into user behaviour onsite and the tools to continuously improve the website in response to this
- Grow sales enquiries through the website
- Reduce recruitment costs with an improved careers area
- Reduce microsite/campaign site costs

"The team at NetConstruct made great efforts to understand Mitie's service offering, allowing us to present this to prospective customers in a really streamlined way. They also helped us "get in the heads of" the persona types of our audiences, and helped us implement a great user experience for each of them to make the new mitie.com as relevant to each of them as possible. We've had plenty of feedback from our employees, and the analytics are really promising. We're looking forward to working with NetConstruct on the exciting features in the EMS later this year!"

Shaun Mooney
Group Digital Communications Manager
Mitie

- During stakeholder consultation and web project working group sessions, the following functionality was identified as a requirement for mitie.com and the wider web estate:
  - Personalisation
  - Marketing automation
  - Client portal
  - Salesforce integration
  - Online booking/quoting (possible e-commerce)
  - Improved job application/candidate search

Challenges

Mitie had access to a wide variety of intelligence, informing them of how their old website did not meet the needs of various audiences.
Some of the data was quantitative, and some anecdotal,
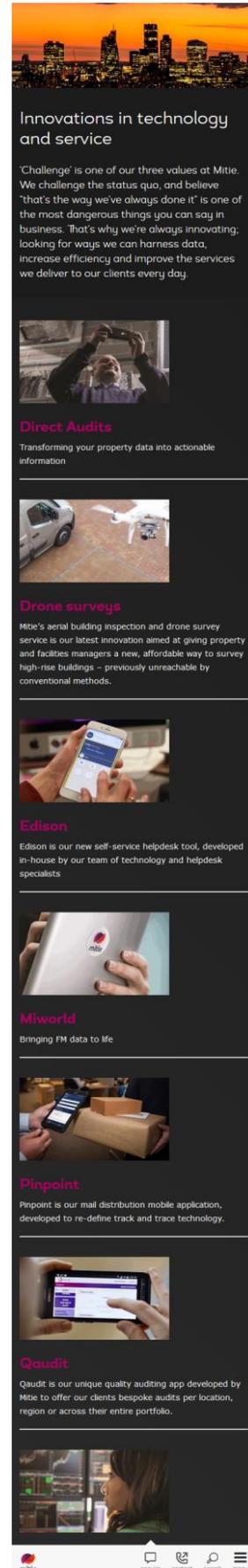but common themes from stakeholders and audiences included:

- The different businesses struggled to get equal representation
- The website didn't meet the needs of different personas
- The navigation was crowded and confusing
- The search functionality was unhelpful and only used by 3.42% of users
- The website was not responsive, with a mobile bounce rate of 51%
- Prospective job seekers had a complicated user journey when applying for jobs

Customised web parts gave flexibility to create a site that could easily use the features of the EMS despite having a lot of web editors from a range of business units with varying levels of CMS experience.

Due to the site being so large and complex, and broken into multiple business divisions and market sectors (each with their own theming and set of division specific information), one of the key goals of the build was to simplify the content management of the site as much as possible.

This was achieved by:

- Centralising common content that can be referenced from widgets all over the site (content such as signposts, promotions, team member details etc., is distributed throughout the site where an individual document contains the master content). Updating the master document propagates those changes out through all widgets that reference it.
- Custom implementation of property inheritance used for theming and setting details that apply to a particular section of the site, i.e., contact details or themes can be applied to a page and the information will be inherited by the child pages, allowing for theming and contact details to be set at a divisional level that apply to all pages within that division. Changing these details at the top level then propagates these changes down throughout the whole subtree. Kentico's Page Type inheritance helped to achieve this from a data structure point of view, by allowing

the creation of a base page type for common fields used for the inheritable content.

NetConstruct also wanted to allow for flexible layouts to be created, hence using a custom implementation to allow Mitie to build up rows/columns of content in whatever variations they chose. Kentico's Portal Engine made this possible.

Solution

Kentico provided all of the technical requirements identified during stakeholder sessions, out of the box. Requirements such as Personalisation and Marketing Automation were available in the EMS, as well as providing the tools to measure conversion rate and increase sales enquiries. The Salesforce.com Connector is available out of the box, making integration faster and cheaper. The CMS is extremely intuitive and provides a robust workflow system and an online marketing solution which will keep Mitie's digital platform at the forefront of the industry.

Results

As the site has just launched, there are no statistics yet but the internal and social feedback has been excellent.

Key Criteria for Choosing Kentico

Mitie chose Kentico before they chose a website partner. After carrying out stakeholder engagement with the managing directors and heads of marketing of the various businesses, Mitie came to the conclusion that Kentico was the best CMS, based on a number of different factors. After researching competitor alternatives such as Sitecore and Drupal, Kentico was the obvious choice, based on four key factors:

- Licensing costs
- Features and functionality
- An intuitive CMS
- The EMS

Due to the number of websites already in the website estate, which includes a number of micro-sites, Kentico's '1 Server EMS License for Unlimited Sites' proved extremely cost effective. Mitie then set about choosing a partner who could take on the challenge of bringing more than 70 businesses into a single site with a shared brand but individual needs—that partner was NetConstruct.

NetConstruct

NetConstruct used a vast array of Kentico features in the build including:

- Portal Engine
- Custom Modules
- Forms
- Workflow
- Multi-Site Management
- Custom reporting
- Type ahead search
- Blogs
- EMS
- Logging of custom activities (for reporting)
- Personas
- Persona-based user journeys (landing pages differ based on persona)
- Content Personalisation

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