# Kentico

## Porsche Club
### Great Britain

# Porsche Club Great Britain

Obergine

**INDUSTRY OF THE PROJECT
TWO LINES**

The Porsche Club Great Britain membership website acts as the communication hub for club members, has helped member numbers soar and improved member experiences.

## Member volumes increased

# 83%

# Background

Porsche Club of Great Britain (PCGB) is the UK's biggest Porsche owners and enthusiasts club. Run by dedicated and friendly Porsche enthusiasts, the Club organises a host of activities and events all year round throughout the UK and Ireland.

PCGB needed a new website that incorporated their shop, forum, regions, registers, and membership areas into a single unified solution that added value to both prospective and existing members.

# Goals

The new website needed to act as a one-stop shop for PCGB members and prospects in order to:

- Drive online membership applications and renewals

- Provide members with superior management services for their member details, vehicles, areas of interest, regions, and registers

- Provide PCGB with additional revenue channels via display advertising and retail e-commerce

- Provide Porsche members with a channel to buy new and used Porsches from Great Britain's Porsche dealer network

# Challenges

The PCGB digital media platform project faced three key challenges; process, data, and people.

The primary challenge was to ensure that the intricate web of data and process flows from multiple websites and back-office systems was clearly understood and rationalised into more efficient processes that could be easily managed via Kentico.

Once the new workflows and processes had been designed, the next challenge was the consolidation and migration of data from the various systems and websites.

Finally, a scalable Kentico training programme had to be put in place to ensure that the **more than 100 content editors** of varying skills and experience could maintain their sections of the site easily and quickly.

# Solution

The website goals were achieved and challenges were met through the following measures:

- Undertaking a comprehensive requirements capture and process definition exercise as a distinct project phase prior to any design or development taking place

- Creating a new responsive site that consolidated three previous websites. Kentico's native mobile device support functionalities were utilised in order to create interfaces for both the public-facing membership and vehicle management areas that were as equally easy to use across mobile, tablet, and desktop devices. This was particularly important for the PCGB website given the wide range of users across different demographics, skill sets, and device usage

- **Utilising Kentico's E-commerce** facilities to provide online payment systems for the two key transactional areas:
  - Online membership application and renewal facilities were introduced that allowed website visitors to purchase new memberships or renew existing memberships for themselves and their families
  - The online merchandise store that sells Porsche and PCGB-branded merchandise at differing price points for members and non-members.  The store also took advantage of Kentico's native product promotion and discounting engine to maximise sales
  - In both instances, the **Sage Pay** Payment Service Provider was integrated to provide the required credit and debit payment systems

- **Planning the content and data migration in detail**

- **Identifying CMS champions** within the business that were responsible for training content editors via the "train the trainers" education programme; empowering Register Secretaries and Regional Organisers to manage their own content and events.

# Results

The new PCGB website has seen a 300% increase in traffic coupled with a 50% increase in user engagement levels and 100% increase in website membership sign-up rates, increasing member numbers from 12,000 to 22,000 since site launch.

# Key Criteria for Choosing Kentico

The main reasons that Kentico was selected as the strategic digital media platform by PCGB were because it is easy to use, can integrate data from multiple sources easily, and offers rich functionality to improve operational efficiency and enhanced membership user experience offered by the Marketing Automation and Personalisation features available within Kentico EMS.

# Obergine

Obergine is an award-winning digital experience and marketing agency which crafts brand stories to create useful and entertaining experiences that customers love and businesses benefit from.

We have an impressive track record of delivering content-managed membership, e-commerce, intranets, and campaign websites supported by digital marketing initiatives across sectors that include Automotive, Education, Charity, Retail, Healthcare, and Publishing.

Our clients include Bentley Drivers Club, MG Car Club, Rolls Royce Enthusiasts Club, University of Reading, Dementia Carers Count, Museum of English Rural Life, Alliance Pharma, NHS, Rowman & Littlefield International, and Oxford University Press.



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