

Case Study

Hi-Fi Centre

www.hificentre.com



Industry

Retail & Electronics

Partner

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Background

Hi-Fi Centre is Vancouver's premier audio video dealer for high-end brands such as B&W, Linn, Rotel, Naim, McIntosh, Wilson Audio, Classé and Sooloos, delivering the highest quality, high-performance audio, home cinema, lighting control, home automation, and surround system products available, as well as custom design, engineering and installation services.

Their retail store in downtown Vancouver is one of the most stunning audio showrooms in Canada. When you first step into Hi-Fi Centre, you're welcomed by a grand loudspeaker called the B&W Nautilus, setting the tone for what awaits the senses. Moving through the store you'll find dozens of soundproof rooms set up with different audio/video configurations and ambiance settings... a true feast for the eyes and ears. The showrooms upper level is furnished with a cappuccino bar and golf putting green to enhance the experience while auditioning some of the finest loudspeakers and electronic components in the world.

Goals

Hi-Fi Centre Goals:

Hi-Fi knew that developing a website that inspires consumers to actively engage online, while allowing them to navigate on a mobile platform is crucial in today's competitive market. With that in mind, Hi-Fi wanted their website to be restructured to demonstrate their corporate brand, and they also stressed the importance of wanting to create a website that improved the ease and functionality to their end user. Some features included the ability to allow the website to be congruent on a mobile platform, increase social media interaction via Twitter, Facebook, and Blogs, and ensure that the overall traffic increased.

Falcon-Software Goals:

While Hi-Fi Centre arguably has one of the finest showrooms in their market space, their website was far less inspiring. The site was built using outdated frames, confusing navigation, and without any page layout consistency. Hi-Fi Centre contracted Falcon-Software to design and develop a new website that reflected the same style and creativity their store provided to customers, while also providing a content management system as a solid foundation that can accommodate future development such as e-commerce, mobile, and social media applications.

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“Since Falcon-Software updated our existing Kentico-based website to be responsive, we have seen nothing but positive results. Our customers have embraced the new format, noting that the performance of the site across devices has made their interaction with Hifi that much easier and convenient. Repeat traffic and the amount of time spent on the site have both increased again. One of the criteria we had set out when initially choosing a CMS platform was ease of use and flexibility to update/upgrade, allowing us to keep in step with technological and market changes. Kentico has continued to allow us to achieve both goals. We are still able to make timely changes as before, but we can now reach more consumers on their terms, which has had a direct result in our bottom line. Falcon-Software and Kentico CMS is a powerful combination we highly recommend to anyone looking to take control over their website and online business strategy.”

Igor Kivritsky,
General Manager,
Hifi Centre

Challenge

There are a number of challenges and decisions that Falcon-Software needed to consider when creating Hi-Fi Centre's website and mobile capabilities:

1. With no consistent structure or any thought towards usability, the website needs an entire redesign.
2. The site has to have an element of entertainment, providing the visitor with a memorable experience.
3. With new products continually being released, Hi-Fi Centre needs a way of updating the site easily and cost-effectively.

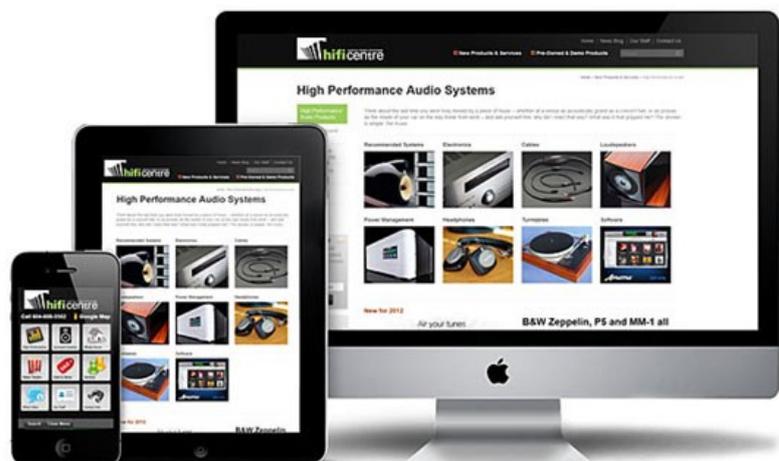
Solution

For the Web CMS solution, Falcon-Software selected Kentico, a flexible, cost-effective, all-in-one .NET solution. Kentico provides a powerful content editing interface, allowing users to review content, preview before publishing, organize site structure, and manage extending modules with a built-in WYSIWYG editor fully integrated into the system. Also, the ease of uploading images and Flash movies was a must for the client, and Kentico provided this feature seamlessly.

Results

The end result is a content management solution that is easily maintainable and scalable; the core website better reflects Hi-Fi Centre's high-end products and retail showroom, the mobile site enables end users to more easily interact with Hi-Fi Centre, and the site is always current and ready for future modules such as an e-commerce store that can be installed with a click of the mouse.

- Visit the Hi-Fi Centre Website: www.hificentre.com



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Key Criteria for choosing Kentico

To enhance Hi-Fi Centre's website and mobile capabilities, thereby whetting the consumers appetite, the use of Kentico provided the following key benefits:

- **Flexibility:** Kentico provides the ability to manage through a web browser anytime, anywhere.
- **Mobile Layout:** Kentico has the ability to adapt to different screen sizes.
- **Cost:** Kentico's features are rich and functional, while providing very cost-effective solutions.
- **Responsive Design:** Kentico allows for the ease and flexibility of customization for developers.

About Falcon-Software

Falcon-Software www.falcon-software.com understands not only their client's web needs but also their business needs, which has propelled Falcon-Software beyond customer satisfaction to loyalty that has driven their growth since 1993.

With offices in Dallas, Seattle, Toronto and Victoria, Falcon-Software offers a unique combination of e-business strategy, creative web design, and Web CMS application expertise when developing feature-rich website solutions for their clientele. Their mission is to integrate strategy with creative design and development technology delivered to their clients on time, on budget and exceeding the expectations.

Falcon-Software is a Certified Kentico Gold Partner offering full creative design, development, training, and hosting services. We invite you to get started today, at no cost. Call us for a free Kentico consultation at 1-800-707-1311.