Case Study

SPAR South Africa

www.spar.co.za

Industry
Retail

Partner
Clyral Creative Studio cc
Torino Court
Block A
4 Crooked Lane
Hillcrest
South Africa
www.clyral.com

Chris Sweidan
info@clyral.net
+27317653679

Goals

SPAR's primary goals were to:

- Attract new customers through increased brand exposure, engagement & loyalty

- Increase repeat visits and time spent on the web site

- Increase the frequency of store visits of current customers

- Increase the average basket size of current customers.

To achieve this we needed to create a single channel of marketing to both PC and mobile internet users. The goal was to deliver engaging content via a modern website that would scale to mobile browsers and integrate seamlessly with social media platforms.

Our existing internet web site was created a number of years ago and lacked the functionality needed to take advantage of the digital channels of today. Some of the issues that drove us to replace the whole site were:

- Lack of integration with 3rd party social media platforms such as Facebook/ Twitter

- The user experience was poor (the system was not very user friendly)

- Menu customisation was limited

- Analytics integration and implementation was poor.

Clyral, our web development partner, undertook a review of CMS products for us. Their shortlist of three included the new version of the product we had built our site on before, however, we chose the Kentico CMS product because of its broad range of functionality, large and varied customer base and reasonable pricing.

Solution

The SPAR Group had a number of requirements which were difficult to estimate given our lack of experience with Kentico. As a first step, we needed to get to know Kentico better. In order to do this, we made the decision to head straight onto the implementation of features we knew Kentico supported out of the box. In doing so, we became more familiar with the development model. As we progressed through the project, we became more confident and by the time we got to the relatively more difficult custom functionality, we found that we were able to proceed without further guidance or intervention from the Kentico team.

We were using version 6 at the time and one or two features which we were hoping to use weren't as mature as we'd hoped. However, we were easily able to get our own implementation integrated with the solution.

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Key criteria for selecting Kentico CMS

Kentico seemed more capable than a number of other Enterprise level CMS' in a number of areas including:

- Support for mobile devices
- High number of supported components in their online market place
- Support for multiple sites being managed from one administration console
- Support for A/B testing and other advanced features.

In addition to these advantages, Kentico also provides facilities to synchronise content on staging sites to production at no additional cost, this was something which other CMS solutions required an additional payment for.

Kentico also provided favourable pricing options when compared to other CMS providers where multiple domains need to be hosted under the same CMS console.

"This particular project was our first project utilising Kentico CMS. Initially, we found the scope of features and capabilities available quite daunting. However, we quickly began to make progress and the team at Kentico were extremely helpful in assisting us via live consulting sessions. The decision to use Kentico paid dividends in that we began to focus on core application functionality much sooner than we anticipated since most of the typical boilerplate configuration and development was unnecessary. For this reason I would recommend Kentico CMS."