Case Study

BOVAGhuis

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Background

BOVAG exists since May 6, 1930, when forty garage owners got together to talk about their common interests, and unified in the association of automobile dealers and garages. The trade association is a platform, news, education and information center, which now has more than 10,000 entrepreneurs who specialize in passenger cars, commercial vehicles and trucks, motorbikes, caravans, trailers, engine overhaul, car rental, car washing, road courses and gas stations. BOVAG lobbies advises and organizes quality assurance and is concerned with employment policy, employment, working conditions and education as an employers' organization. For consumers, BOVAG is a quality label for cars, bikes and other mobility services.

The BOVAGhuis is a community that connects BOVAG members and employees. Online and offline come together, thereby increasing the power of the network. There is room to inspire one another, share experiences, work with peers and discuss various topics.

Goals

The physical BOVAGhuis was completely renovated and opened on October 28, 2013. BOVAG looked for a link between the physical building and a digital meeting place for BOVAG employees and members from all connected branches. BOVAG wanted to broaden their services by making it possible for everyone to share information, ask each other questions and work together online. In addition, working groups can be created to function together in a closed section of the site.

Challenges

The BOVAGhuis website will be a digital meeting place for BOVAG employees and members where they can meet online. The community website should have the following features:

- Notifications
- Private messaging
- Message board
- Online users
- Forum
- Workgroups
- Document sharing
- User contribution

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Solution

BOVAG members of connected branches often have the same questions, for example in the field of working agreements, sickness regulations or tax increases. In order to answer these questions, BOVAG created a team of four employees using the new community website. Members and employees can now meet on the forum. Users can see which members are online or present in the physical BOVAGhuis in Bunnik and see what expertise and knowledge other members have. Working groups can be created: members and employees can collaborate online, consult calendars and use message boards.

BOVAG and TrueLime worked together intensively from June to October, 2013 so that the renovated BOVAGhuis in Bunnik and the collaboration website could be delivered at the same time.

Results

BOVAG and TrueLime already worked together successfully on the BOVAG members portal and intranet. So TrueLime was asked as a partner for the community website as well. This BOVAGhuis community website brings BOVAG members and employees together online.

The Kentico community features made it possible to meet the requirements of BOVAG in a short period of time. BOVAG and its members now make better use of the advantages to working in collaboration, thus enhancing their knowledge and network in order to improve their business results.

In addition to the community website, no one will miss out on news related to BOVAG thanks to the narrowcasting solution of TrueLime (Canvastix). Employees and visitors of BOVAGhuis can read news items about BOVAG on various screens in the building, and an 11 x 1 meter LED screen on the roof of the BOVAGhuis.

Key criteria for choosing Kentico

- Kentico CMS features – User-friendly interface for content editors and administrators, scalability, large variety of reusable templates, web parts and widgets, modules and built-in functions.

- Customizable User Interface – Content editors and administrators are able to do their daily work without being dependent on TrueLime.

- Fast and easy website development – a perfect mix of configuration and development that was needed to meet the client's needs.