NETGEAR

A DIGITAL TRANSFORMATION STRATEGY FOR CREATING MEANINGFUL CUSTOMER EXPERIENCES

NETGEAR is a multinational computer networking company pioneering advanced networking technologies, whose customers include homes, businesses, and service provider end users. Their broad range of award-winning products are designed to simplify and improve customers' lives.

Initially, Content Bloom was brought in to perform a content management system (CMS) upgrade with some accompanying design changes. But after our team reviewed NETGEAR's business roadmap, it was determined that an upgrade alone would not fully address the concerns outlined in the original scope of work. An upgrade would only be beneficial when the restructured content management and content delivery systems were paired with a website redesign of their customer-facing site.

This was for three main reasons:

- to improve the overall user experience (both editorial and end-user)
- to unify content across all channels
- to ultimately drive an increase in conversions by optimizing the user journey and site's eCommerce shop-ability

The Challenges

This project was a combination of smaller projects that required a high level of synergy; the upgrade, the UX, content unification, and conversion rate optimization.

The upgrade

As an SDL (now RWS) partner, we knew Tridion Sites 8.5 would be ending support for anyone who had not upgraded their platform by the end of 2020 and were preparing NETGEAR for the necessary changes. However, as we continued evaluating the project, it became clear that purely upgrading would not solve some of the stakeholders' high-priority concerns. A website redesign and re-architecture were the most suitable solution.

The user experience

Because the existing system was based on static publishing where content was mixed with presentation in the content management system, the output pages were compiled in the content model through Tridion Static Templating. This led to an increased time to market because it required template coding, which wasn't a widely available skill within the client team.

The unification of content

Digital marketing teams needed to streamline their processes to control the digital supply chain better. They needed to be able to manage and access all content effortlessly, as well as get content on the site easier, quicker, and more reliably.

The conversion rate optimization

We needed to find out where exactly customers were dropping off, why this was happening, and ultimately improve the user journey and user experience. It was equally important to learn how marketing and IT teams utilized their content management system and whether or not it was being extended to its fullest capabilities.

A parallel challenge was that lot needed to be done quickly, leaving stakeholders uneasy about prioritizing high-level technical tasks without overwhelming teams or halting business as usual.

The Solution

We first had to transform the content management infrastructure to support scalability, which included upgrading the CMS to the latest supported version to improve the editorial experience.

The second phase was to ensure the content model would support the new design, which included a complete upgrade and re-architecture to Content Editing and Publishing to facilitate headless content management.

By moving toward headless content management, we separate content and presentation, better utilize existing development teams, mitigate risk, and make it easier to increase development resources in the future.

In addition to the content model improvements, we facilitated visual editing using XPM −eXPerience Manager. This allows marketing teams to efficiently and effectively locate the content they wished to edit within the context of the user experience and without having to be familiar with the full functionality of the content management system.

The latter part of the process included rebuilding the web application to support the more headless content management approach, thus improving processes by facilitating easier integration with the appropriate testing frameworks using off-the-shelf tools like JMeter.

Lastly, by implementing Optimizely to lead the customer journey personalization, progressive delivery and experimentation was provisioned. This was used immediately in enabling the site rollout to progress over several days on a per-channel basis to ensure the least possible impact to business as usual.

The Impact

In the three month's post-go-live, the NETGEAR site brought in more than 2x the conversions and more than 2x the eCommerce transactions than the three months prior the upgrade and website redesign.

With the introduction of these streamlined processes and refocus of the development team's efforts to standard industry frameworks, we were able to free up time to allow for increased innovation.

The upgraded site now has a more meaningful, improved user experience and a considerably more maintainable, sustainable set of sites for the NETGEAR team.

About Content Bloom

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

Creativity, technology, and digital marketing

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering results that matter

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

http://www.contentbloom.com