espire
THE ABILITY TO DREAM, THE WILL TO DO

Case Study

Enhanced digital customer experiences for a leading Singapore - headquartered transshipment hub

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ABOUT THE BRAND

" A leading **Singapore-headquartered global transshipment hub**, with port projects spanning across Asia, Europe and the Americas. They operate the world's largest container transshipment hub in Singapore with extensive connectivity to over 600 ports. "
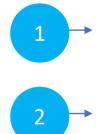
BUSINESS CHALLENGES

1 The customer website was deployed on-premises and leveraged a WCM platform, Joomla.

2 Carrying out any content or design changes on the website required IT involvement, which was a time-consuming process.

BUSINESS NEEDS

1 Required a strategic technology partner to revamp the website, improve content delivery and website navigation.

2 Needed to map customer journey and access visitor analytics efficiently.
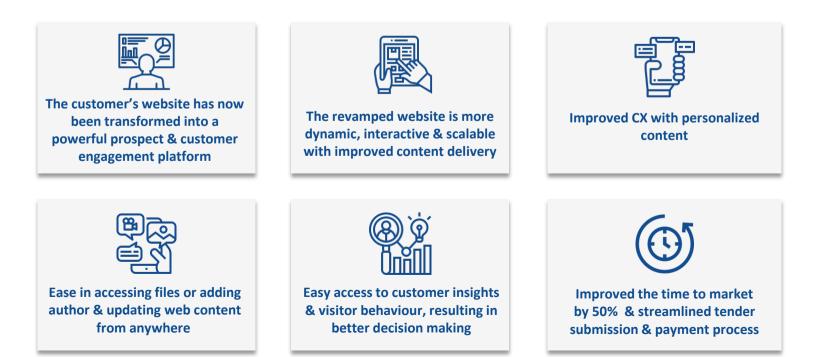
Tools & Technologies

- Sitecore
- WFFM
- Azure PaaS Cloud
- Azure Search Setup

Solutioning proposed by Espire

- Understanding the client's ambition of re-creating their digital presence, Espire conducted an in-depth investigation and proposed to enable a **more interactive and social media friendly website** - citing **Sitecore with Cloud deployment** as a potential solution to meet all security and application functionality requirements.

- <u>**Key activities involved:**</u>
  - ✓ Installation and migration of the current CMS to **Sitecore using Microsoft Azure Cloud environment.**
  - ✓ Project and creative design for a **responsive portal** that increases customer engagements.

- The web-based user interface allows the Content Manager to carry out in-context editing. They can preview, edit and create website content in a staging website, this enhances the content workflow for the user.

- The **Site Search module** provides a site search functionality, allowing the visitor to view the list of results including PDF format, Microsoft Office documents, which have been published for the searched term.

- Enhanced the overall user journey with seamless content management, product navigation, information search capabilities and much more.

- Successfully carried out tender **process automation with payment integration.**

Business Benefits

The customer's website has now been transformed into a powerful prospect & customer engagement platform

The revamped website is more dynamic, interactive & scalable with improved content delivery

Improved CX with personalized content

Ease in accessing files or adding author & updating web content from anywhere

Easy access to customer insights & visitor behaviour, resulting in better decision making

Improved the time to market by 50% & streamlined tender submission & payment process

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Thank You

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