



DIGITAL PLATFORM STABILISATION

PROJECT OVERVIEW

One of the world's largest theme park and city centre attraction groups were having trouble with the stability of their e-commerce web portals and with timely fixing of system bugs. We were recommended by a senior Director from one of the world's top 5 network creative groups.

PROJECT OUTCOME

ZERO

DOWNTIME FOR THEIR WEBSITES

60%

REDUCTION IN VENDOR BASE

37%

IMPROVEMENT IN TICKET RESOLUTION

>

DECREASE IN CONTENT UPLOAD TIME

PHILIPPINE SHAW / DIGITAL PLATFORM STABILISATION

PS

THE CHALLENGE

Having been forged through acquisition of different brands the group had inherited a plethora of different websites, digital suppliers and code structures.

Multiple small providers who had simply been outgrown by the client.

Changing the overall code in favour of something more appropriate would cause too much disruption to the business. The functionality and organisation of bug fixing would need to be improved with the existing version.

New content upload with existing structure could take up to 48 hours.

The ticket ordering process was a different experience from site to site and brand to brand.

Uptime at sites had grown progressively worse and was affecting ticket sales.

PS

THE APPROACH

After extensive discussions with the Group's Digital Marketing Director we convinced him to select a lead technical supply partner and create a central resolution point for bug fixing.

A vital system wide health check was instigated and priority list of the most important issues drawn up.

PS

THE SOLUTION

We became directly involved in shaping the long-term vision and the negotiation of a fixed fee in order everybody could focus on the upgrading of the platform.

All improvements and refinements were carried out swiftly. Once the structural improvements were completed it enabled the client and their new partner to concentrate on designing and introducing new features. These would then be rolled out across all regional variations.

PS

THE BENEFITS

- Site downtime at an all time low
- New ticket page making comparisons easier and demonstrating value of combined offers
- Image templates updated ensuring sensibly sized images were displayed. Help text added to enhance user experience
- Simplified commercial arrangements
- Key Sales Point Bar created to sit below navigation on each page to drive sales
- Supply roster rationalised and upgraded
- Improved work-flow and resolution process for bug fixing introduced

PS

LET US HELP YOU
MAKE SENSE OF YOUR
MARKETING PROCUREMENT