

### Client



## DIY Retailer, KARWEI, quadruples web retention and traffic with new interactive website

### Company:

**KARWEI**

### Website:

[www.karwei.nl](http://www.karwei.nl)

### Headquarters:

**Leusden, The Netherlands**

### Sector:

**Retail**

### Solution:

**Alterian Content Manager**

### Results:

1. An interactive website that inspires and motivates visitors toward DIY and decorative projects
2. Four-fold increase in customer retention and site visit duration in the first few weeks after launch
3. A scalable, flexible environment that's easily extended with additional functionality
4. Capability to maintain other websites, including re-use of content and functionality.

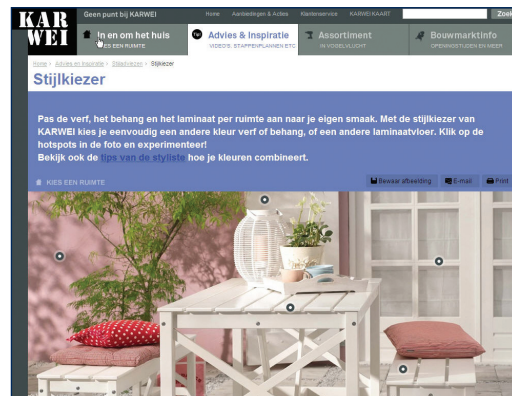
**"The Internet has become a crucial element of our media mix. Content Manager's openness and flexibility give us the firm foundation we need to meet tomorrow's demands for functionality, layout, navigation and content. And to keep inspiring our customers online."**

Anouk Renaud  
Internet Manager, KARWEI

### Synopsis

KARWEI, a subsidiary of Intergamma, is currently the fastest-growing DIY chain in Holland. Its goal is to inspire and motivate its customers by providing innovative ideas and suggestions that help them 'beautify their living environment'. To this end, KARWEI provides everything their customers need to successfully complete jobs in and around their homes.

This goal was at the heart of the company's vision to develop a revolutionary new website that delivers rich content combined with an engaging, interactive experience for its customers. For example, customers create their ideal living environment using online styling suggestions, a style selector and instruction videos built into the site. As a direct result of the new site, KARWEI saw customer retention and the average time spent on site quadrupling within two weeks of the new website being launched.

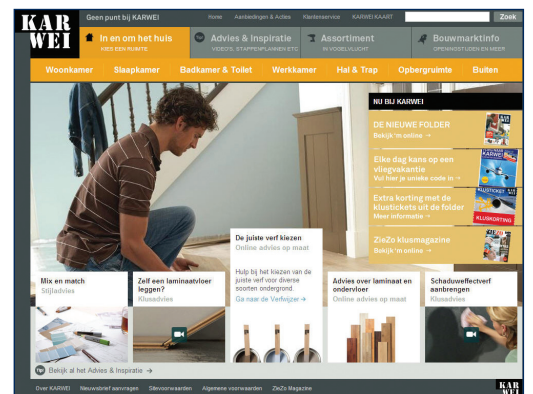


### Introduction

Through its 125 stores, KARWEI prides itself on providing everything that a DIY enthusiast needs for building and decorative projects. KARWEI recently changed its marketing strategy to showcase 'information and inspiration' both offline and online. Under this new strategy, the role of the company's website changed dramatically. The old website, built in the late '90s, was dated, offered very little in terms of customer interaction and the content was difficult to access. Anouk Renaud, Internet Manager commented, "The old site was used mainly for practical things like checking store hours. Although traffic was high, the time spent on the site was short".

According to Renaud, a variety of new requirements drove the design of the new website. "The website was meant to generate traffic to the KARWEI stores and to help strengthen our brand identity. Research into our customers' needs and desires showed that

they were looking for more certainty about the preparation and execution of their projects. On the other hand, there was a gaping need for inspiration in the form of decorative tips, photos, and interactive paint-and-paper makeovers."



### Real life

KARWEI called in internet agency, Strawberries, to help achieve these goals. They built a rich-content site that speaks directly to customers about their interests, supports their product selections and motivates them to start their projects. This was achieved by adding many interactive features and information on both the site and within the stores. On the website, for example, stylists offer individual styling advice and with the style selector, customers can experiment with paint and wallpaper colors in rooms of their choice. This online color and design experience is 'real life' and the trip to the store is made easy: shopping lists and project instructions are easily viewed and printed.

All of this functionality and content exacts high demands from a CMS. Renaud commented "Our existing CMS was custom-built. We wanted a standard solution for the new site. Because of the interaction and versatility we had in mind, we required a flexible, open system. One that let us integrate new rich media elements quickly. One that guaranteed structure, ease of use and ease of maintenance".

A review of the available solutions quickly identified Alterian Content Manager as the best for KARWEI's requirements. Renaud adds, "User-friendliness, an open platform and scalability were prime requirements. And the references were great. Content Manager allows us to manage the content on our site in a secure and efficient way. Content publishing, in principle, is the responsibility of the Marketing Communications department but due to the exceptional ease of use of Alterian, we've already been able to assign change/publish responsibility for

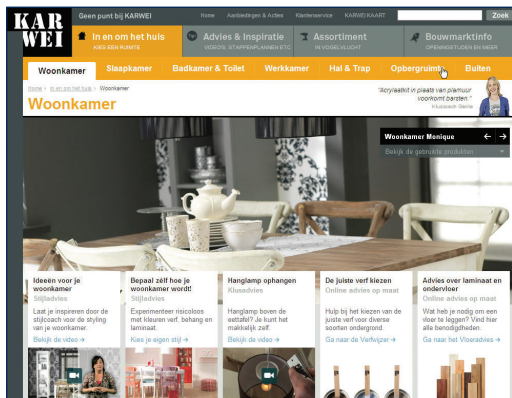
# Alterian Case Study

## Karwei

a number of site components to other departments in our organization such as P&O and Sales. Authorizations can be clearly assigned”.

### An online world

Market dynamics and rapid technological advances will require expansion of the site with new products and services.



E-commerce is already being considered for the site. “The Internet has become a crucial element of our media mix. Content Manager’s openness and flexibility give us the firm foundation we need to meet tomorrow’s demands for functionality, layout, navigation and content. And to keep inspiring our customers online. The four-fold increase in retention highlights the important steps we’ve taken with the new site”, concluded Renaud.

### Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian’s Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit [www.alterian.com](http://www.alterian.com) or the Alterian blog at [www.engagingtimes.com](http://www.engagingtimes.com).

### UK & European Headquarters

Alterian  
UK  
T +44 (0) 117 970 3200  
F +44 (0) 117 970 3301

### North American Headquarters

Alterian Inc.  
USA  
T +1 312 704 1700  
F +1 312 704 1701

### Asia-Pacific Headquarters

Alterian  
Australia  
T +61 (2) 9968 2449  
F +61 (2) 9968 1163

### Continental Europe Headquarters

Alterian  
The Netherlands  
T +31 (0) 35 625 7890  
F +31 (0) 35 625 7899

