

## 24 data centres operating across Europe & Asia

100% carrier neutral, offering direct connectivity to a wide choice of major providers

Talk to us

# Colt Data Centre Services drives increased sales pipeline through new website

## BACKGROUND

Colt Data Centre Services (Colt DCS) is a leading carrier-neutral data centre operator, trusted by globally-recognised customers to provide service and security, large scale data centres, and data centre colocation services. Colt DCS has been designing, building and operating large scale data centres and providing data centre colocation services for more than 15 years. Over 1,000 customers in the world's most data-critical industries trust us to secure their information in their 24 carrier-neutral data centres across Europe and Asia.

With an international audience, grand expansion plans in Japan, and a push to sell more hybrid hosting and EDGE connectivity solutions, it was vital that Colt DCS increase the number of leads they were getting through their website, cater for people visiting on mobile devices, and speak to them in a language they understood.

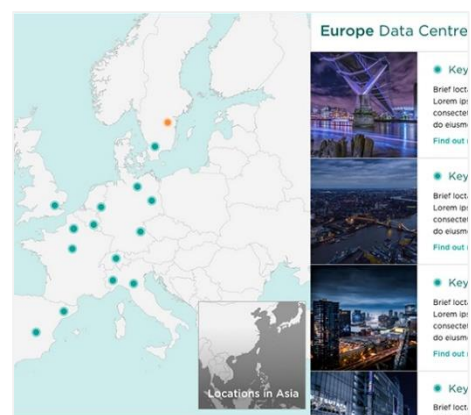
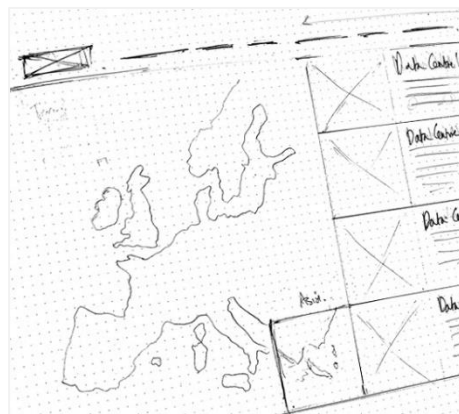
Colt DCS' ultimate goal was to get website visitors to complete a form and book a tour at one of their data centres. They knew from experience that people who book a tour have the highest chance of converting.

## SOLUTION

Codehouse designed and developed a new website for Colt DCS – migrating from an existing WordPress platform to the Sitecore Experience Platform – a platform perfect for enterprise B2B organisations looking to nurture potential customers down the funnel to conversion, thanks to its in-built personalisation and marketing automation tools combined with content and visitor engagement and scoring abilities, which allows the Colt DCS marketing team to constantly test and learn, and improve the user journey.

To meet with Colt DCS expansion plans, the website was launched in both English and Japanese – and French, Spanish, and Italian have since been added. The Codehouse team used a special export tool to extract all the English-language content from the website for translation into Japanese. The same professionally-translated content was then uploaded back into Sitecore and mapped to the correct fields in the relevant Japanese language version of the website, saving a huge amount of content management man-hours and costs.

From icons, infographics and imagery, to overall look and feel, page templates, custom forms, and modules including a home page hero video and carousel, the website was designed to help visitors easily find their way to what they need, whether this be content to educate, forms to download, or the clever interactive maps function.



*From design concept to reality...*

Integrated with Google Maps, and displaying key information about Colt DCS locations all around the world, clicking a data centre location in the interactive map personalises the journey for the visitor by offering them a data sheet download specific to the data centre they have selected. It shows the visitor special events they can attend at that data centre, shows them other data centres close by, and prompts them to book that all-important data centre tour.

## RESULTS —

Since going live, the Colt DCS website has seen a 50% increase in traffic from across the world, including from potential customers in Japan, where the business is looking to expand.

The website is performing very well from an SEO point of view, with more traffic going directly to many more of the data centre location information pages, and they have also seen a 3x improvement in bounce rates and site stickiness thanks to the new UX, particularly for visitors on mobile devices.

Most importantly, Colt DCS has seen a significant increase in website visitors filling in a contact us form, asking for a quote, and booking a data centre tour – the place where they know they're able to convert leads into customers.

With more relevant and qualified leads being generated, Colt DCS' revenue pipeline from the website is growing dramatically, whereas previously the website was driving very little.

*“Our new website is a real game-changer. We’re seeing more potential customers finding the locations of our data centres around the world, and more relevant leads coming through to boost our revenue pipeline. The new website is making a real difference and its effect on the business has been recognised at the highest levels.”*

Brent Dewhurst, digital marketing manager, Colt DCS

## OVERVIEW



Built on the Sitecore platform



Designed to help visitors easily find their way to what they need



Multi-language - English, Japanese, French, Spanish, and German



Interactive map personalises the journey for visitors



Over 50% increase in traffic



Revenue pipeline growing dramatically

Visit the Colt DCS website at <https://www.coltdatacentres.net>

