



Case Study



Housing Industry Association sees huge increase in ecommerce sales

BACKGROUND —

Housing Industry Association (HIA) is the official body of Australia's home building industry, representing the interests of the housing industry at regional and national levels for more than 60 years, with an extensive membership programme supporting residential builders, trade contractors, developers, design professionals, kitchen and bathroom specialists, manufacturers and suppliers.

With long-term objectives to be the go-to source for all information on the residential building industry, migrate from a product-led to a customer-led organisation, and to increase revenue, membership retention, and member acquisition, HIA needed to cater to various customer types on their website – from policy stakeholders including state and federal governments, and HIA members heavily reliant on mobile technology for their day-to-day operations.

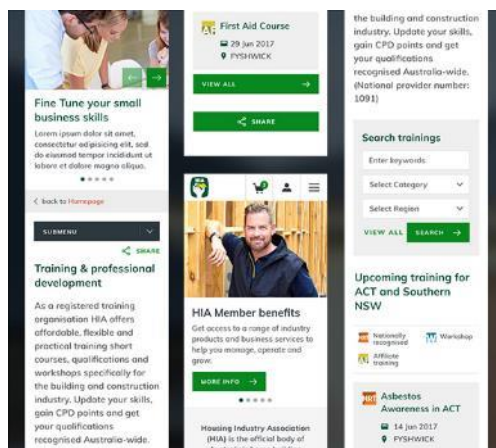
To meet with the times and customer need, HIA needed a Sitecore agency that could turn their website into one that was fully optimised for mobile devices, with a new design that would fit with their brand image, and where information was easily prioritised and accessible.

SOLUTION

With the knowledge that many of HIA's members use their website and services when they're outside in the field, on construction sites – a situation where finding and downloading contracts, policy and regulatory forms and documents needs to happen quickly, at the touch of a button – it was vital that the new website catered for HIA's customers and the unique situations in which they might need to use the website.

As well as undertaking customer journey mapping research, Codehouse conducted numerous UX tests to identify the impact of website look-and-feel in terms of colours used and page layouts, including where call-to-action buttons are placed, when viewed on a mobile or tablet device in a construction setting with the sun blaring down on the screen.

After creating website UX prototypes of what colours and layouts work best for HIA members, Codehouse designed and implemented a brand new modern look-and-feel for the HIA website, ensuring that it was fully responsive – all so that the organisation could deliver a seamless and simple experience for both current and potential new members across Australia, and hit their long-term acquisition and retention objectives.



Customer-focused UX

RESULTS

Since going live, the HIA website has seen a 90% increase in visits, a 15% increase in return visits, and a 12% improvement in bounce rate.

Showing the value of a responsive website for use by members out in the field, the website has seen a 885% increase in visits from mobile / tablet.

Even more importantly, HIA has seen a 107% increase in membership conversations, and 114% increase in ecommerce sales.

The website has also seen a 161% increase in members logging in to website to access personalised dashboard.

HIA's executive and senior leadership team are extremely happy with the refreshed look and feel and performance, and Codehouse continues to work with HIA on a number of personalisation initiatives and delivery of the organisation's digital marketing roadmap.

“We’re absolutely delighted with our new responsive website. The insight, direction and leadership provided by our partner, Codehouse, has been invaluable. The changes delivered during this project have seen amazing results, predominately favourable feedback from users and far and away more uplift in sales than we were expecting.

The fresh look-and-feel coupled with the experience design delivered by the Codehouse team has enabled HIA to provide an increasingly better experience to our members out in the field and across the country.”

Ben Brooker, general manager – digital, Housing Industry Association

OVERVIEW



Built on the Sitecore Experience Platform.



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114% increase in ecommerce sales.



885% increase in visits from members on mobile / tablet.



107% increase in membership conversations.



161% increase in members logging in to access personalised dashboard.

Visit the HIA website at <https://hia.com.au/>

