

AA

Case Study



The AA's transformation project increases revenue and online traffic

The AA's digital transformation program involved the re-development of five key sections with the aim of generating demand for products, driving cost savings, improving the customer experience, exposing The AA to a wider audience and differentiates the AA brand..

INNER WORKINGS

Every project throws up challenges and this one is no different. Streamlining the flow of data to and from Sitecore 8.1 to The AA's external business systems required complex integration.

Connecting systems from sales journey, tag management, analytics and social channels to vehicle databases, weather and online chat systems, means The AA delivers an uninterrupted user experience to its customers.





CONTENT WITH A PERSONAL TOUCH

Sitecore's impressive Experience Editor is fully utilised on this website. The complexity of the many page templates and the contextual modules required for each page makes the Experience Editor ideal for quickly creating and personalising content.

Sitecore has many out-of-the-box personalisation rules, but to cater for The AA our development teams created additional custom rules driven by campaign types, promotional codes and existing users.

SITECORE CHAMPIONS

Ensuring the smooth transition from the outgoing CMS, TeamSite, to Sitecore 8.1 was vital. We not only held a series of in-depth tailored Sitecore training sessions, we also provided a Sitecore User Guide and valuable content support in the build up to go-live and beyond.

At Codehouse, we value the importance of Sitecore champions. As more training and content support was delivered, it became evident that The AA's content teams began to fully embrace Sitecore. This was a huge plus, and a relief – because content teams are integral to all website projects. It was refreshing to see not one, but many Sitecore champions who supported, and continue to support other team members. Of course, our team is always available to provide support.



What was achieved:

- ✓ Winner of UK Sitecore Ultimate Experience Award
- ✓ 24% increase in online traffic and 15% increase in revenue
- ✓ Complex integration with essential business systems
- ✓ Over 70 modules and 16 page templates developed
- ✓ Personalisation with custom rules throughout the site
- ✓ Knowledge gaps filled through extensive custom Sitecore training

ABOUT THE AA

Established in June 1905, The AA has over 15 million members and is the UK's largest motoring organisation. In addition to its flagship service, Breakdown Cover, the AA also offers services in finance, insurance, leisure and lifestyle services.

ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.