

Case Study

Nippon Express engages with the digital customer using the Sitecore Experience Platform

Personalizing information to strengthen relationships and lift sales across Asia with the success of "Fun! JAPAN"

Business Situation

Aiming to become a more global company, Nippon Express had focused on growing its international sales revenue to 40 percent through the expansion to 481 locations across 40 countries. However, since the Asian market has rapidly expanded in recent years, the emphasis has now shifted to a more regional focus.

As shipping companies are easily affected by client sales and conditions of the world economy, Nippon Express decided to create a new media platform called "Fun! JAPAN". As a goods market, its goal is to increase exchange between Japan and other Asian nations, while simultaneously supporting domestic clients.

Solution

Nippon Express decided to adopt the Sitecore Experience Platform (SEP) on Microsoft Azure for this new venture. The deciding factors were the simplicity of content

management, which is the primary operation, the abundant set of features and the intuitive interface. Using SEP the company is able to roll out three to five articles a day on every site it manages. SEP makes this easy with WYSIWYG (what you see is what you get) editing. This allows Nippon Express' operations manager, who isn't versed in HTML or other programming languages, to create and edit articles effortlessly. Mobile device optimization is as easy as setting the layout. This allows the company to manage all its content in one place, streamlining the process.



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Result

Nippon Express has established separate websites by country for Indonesia, Malaysia and others, which focus on disseminating information on topics such as Japanese cuisine, technology and travel. It is difficult for one company to offer such broad information, update it frequently and offer numerous features, all while attracting customers. However, SEP enabled the company to make a site that is attractive for both Japanese sponsors and Asian consumers.

Four months into the project, Nippon Express launched its Indonesian site, with a Thai site following a month later. Within six months, both sites together had amassed over 140,000 members. From here the company plans to use the data gathered from visitors' page view history, comments, shop visits and purchases to better understand user attributes, preferences and psychology. This will enable Nippon Express to present a tailored experience across sites, content and coupons.

"We implemented the Sitecore Experience Platform on Microsoft Azure to quickly pass important, high-level tasks through our PDCA (plan-do-check-act) methodology. The overwhelming support of consumers for our sites in such a short time frame is a testament to the efficacy and speed of PDCA."

–Kazuya Ishida, Business Development Manager, Nippon Express



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com.

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