



Case Study

Stockland enriches its multichannel customer experience

Background

Stockland is Australia's largest diversified property group. They develop, own and manage retail centres, business parks, logistics centres, office buildings, residential communities and retirement living villages. Stockland is listed on the Australian Stock Exchange (code: SGP).

Situation

Stockland made a decision to redesign and move to a new digital experience platform. The goal was to deliver new websites for the Residential, Commercial Property, Retirement Living and Corporate business units.

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Solution

Avanade, a global platinum partner of the solution chosen by Stockland, was selected for: round the clock delivery with an on & offshore team; unique enterprise level global experience in complex projects on the chosen platform, and competitive pricing.

Avanade scoped a detailed solution plan to implement the Content Management System consisting of 3 main areas: UX, functional and integration components. Whilst content migration was not in the original scope, Avanade was also awarded a key role during the delivery. Avanade led a well mapped delivery schedule across 3 iterations to take remaining business units live on the new platform with business continuity in mind.

New features of the site www.stockland.com.au include: A modern, user centric navigation and design that encompasses multimedia, text and icons to make content more appealing and easy to understand. Advanced interactive mapping also allows potential new residential customers to see new stages in context of the masterplan and within an enriched interactive Google Map. Visitors can also click on specific lots and view more relevant information including suggestions on suitable available House and Land packages – all based on near real time lot availability.

The site also automatically optimizes the experience depending on the device the customer is using, with a particular focus on mobile devices, which is the manner in which most people now access the site.

Results Realised

The Website Redesign delivered a superior and highly personalised customer experience.

The standardisation of Stockland's websites on to a single platform now means Stockland can retire up to six existing and different platforms, resulting in significant efficiencies and ease of operation.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for our clients and their customers. Avanade has 29,000 digitally connected people across 23 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture LLP, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Additional information can be found at www.avanade.com

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