



The Brief

We have been collaborating with Taylor Wimpey since 2011. We were tasked with the design and build of a brand new website. Taylor Wimpey wanted to improve user journeys, making them seamless and stress free for every customer. The existing digital landscape had poor levels of user engagement, a lack of engaging content and 'findability' issues due to poor SEO configuration.

The Solution

We created a fresh, responsive website built on Sitecore around user insights into the role of rational and emotional inputs into house buying, and leveraging localisation functionality to target individual user areas and regions. We created a bespoke API to connect Taylor Wimpey's COINS ERP and generate a multi-directional feed, and we facilitated integrations with Rightmove and Zoopla to source data for the website. We developed an innovative Customer Portal in 2016 to help customers manage the process of choosing and purchase of their home. It is currently being piloted in 2 regions.

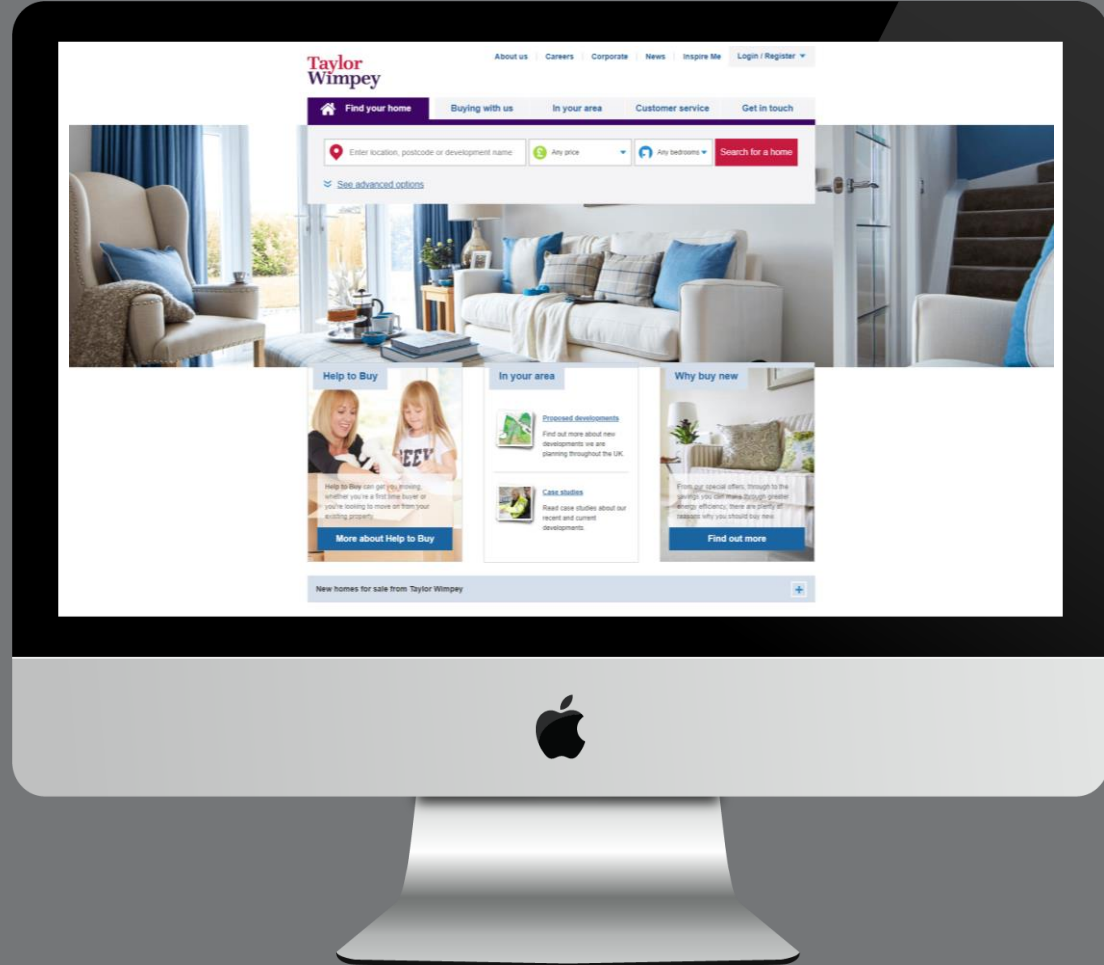
The Results

The new site delivered 14% improvements in traffic, and a 66% increase in call centre enquiries.

Initial feedback from the Customer Portal pilot regions has been highly positive, with 80% of new Taylor Wimpey customers using the portal.

How can you go about reinventing customer service during the home buying process?

Taylor Wimpey



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