FG Forrest

Czech Property Investments

A unified website administration system

Czech Property Investments

A robust and comprehensive solution for digital communication by CPI shopping centres, which led to a reduction in the cost of the realization and administration of individual shopping centres' websites by 80%.

Customer:	**Czech Property Investments, a. s.**
Period of mutual cooperation:	**since the year 2014**
Realization:	**FG Forrest a.s.**
Project:	**Unification and simplification of fragmented website administration, which required the creation of a flexible template usable for all the shopping centres' websites.**

About the client:

Czech Property Investments (hereinafter 'CPI') is a successful investment company that owns, among other, several shopping centres throughout the entire Czech Republic.

During the 2014 – 2016 period, FG Forrest realized web-based presentations for five shopping centres owned by CPI. Specifically, these were NC Fénix (www.ncfenix.cz), Olympia Mladá Boleslav (www.olympia-mb.cz), Olympia Teplice (www.olympiateplice.cz), Arkáda Prostějov (www.arkada-prostejov.cz) and Citypark Jihlava (www.citypark.cz). By the end of the year 2017, at least three other websites will be realized on the same principle.

The original state of the websites, and reasons for the motivation for change

The individual shopping centres' original web-based presentations differed very much from one another – in terms of the level of design, arrangement and clarity, but also by the website's functionality and how difficult it was for the user to orient themselves in it. Some of the websites had been designed before the year 2010, and they gradually stopped fulfilling the customers' requirements; they simply became obsolete. What's more, every website was administered by a different external supplier. For CPI, as the owner of these shopping centres, this solution was chaotic and inconsistent.

Solution

After the initial analysis, we and CPI reached a clear conclusion – they need a relatively robust solution, which will result in clear and logically arranged websites, for both visitors and administrators.

We began implementation of the project in autumn of the year 2014 – it involved a comprehensive solution for digital communication by CPI shopping centres. In the first phase we created functional websites for five shopping centres, then we connected other newly created websites to the platform.

We used our own editorial system, Edee CMS, for the administration of all the websites within the project. The fact that we used just one system for the administration of all the individual shopping centres' websites meant that all the work with the websites was maximally simplified and streamlined.

The option of making changes on a global level represents a significant simplification. With just one click, the text for a specific chain can be changed for all the shopping centres at the same time, or already created materials from other centres can simply be copied.

The Edee CMS platform also functions as a social network content administrator and planner. You can create, publish or plan content for your social network profiles directly in the administration interface.

Solution design and structure

The basic operation, logic and structure of the websites is the same for all of the afore-mentioned shopping centres' web-based presentations. Only the individual centres' image and corporate design differ. Edee CMS also enables administrators to manage the shopping centre map.

For example, they can move a store on the map to another location, or make it inactive, without intervention by graphic designers, programmers or external suppliers.

The Edee CMS system

Edee CMS represents a user-friendly and intuitive administration system for the storage, administration and subsequent publication of all types of data. Thanks to the fact that store owners can administer information about their establishments on the website themselves, there has been a reduction in costs of 80%.

Multi-level administrator network

The websites for the five centres currently have over 200 administrators, consisting of managers of both entire centres and individual stores. Thanks to Edee CMS, these administrators can set a wide spectrum of rights, which allow them to access and edit both an entire centre, and specific stores. Thus, individual stores and their representatives can administer the space on the centre's website themselves, and utilize it for marketing purposes.

We have also integrated the Newsletter module into the Edee CMS system, thanks to which the centres' employees can create their own newsletters from predefined templates – without the additional cost of an external supplier. These are designed to visually correspond to the individual centres' styles. This smart module can pair events planned in the centres during certain periods by itself.

Within the scope of the newsletter module, individual editors can also utilize the segmentation option, and filter e-mail contacts on the basis of membership of a specific shopping centre, gender, frequency of purchases etc.

Edee CMS is also connected to a loyalty portal across all databases. We currently work with a total of almost 20 lists of recipients and 130,000 contacts.

Project objectives:

- Create visually, structurally and functionally identical web-based presentations for individual shopping centres with an emphasis on a simple and clear arrangement, in both desktop and responsive versions for tablets and mobile telephones.
- Enable tenants to operate and update their own web-based presentations within the scope of this system.
- Create a system for sending newsletters and other business communication, which will also be accessible to the tenants.
- Create a unified system for the individual shopping centres' website administration.
- Strengthen the image of CPI as a shopping centre administrator, which actively helps to support its tenants' sales and business.

Result of the project:

- A reduction in the costs of the realization and administration of individual shopping centres' websites of 80 %.
- Store owners can administer information about their establishments on the website themselves.
- Store owners can utilize the collective website for marketing purposes.

- The centres' employees can create their own newsletters from predefined templates – without the additional cost of an external supplier.
- Store owners can even create marketing events on the website themselves – the special offer page is the fifth most visited page on the shopping centre's website.

Other sub-objectives of the project:

- Analyse user data, and utilize it effectively for marketing work with newsletters.
- Save internal employees the time, which they devote to the shopping centre's digital communication.
- Reduce the costs of external suppliers.
- Reduce the administrative burden on editors, when updating the content of individual web-based presentations.
- Use interactive maps directly in the shopping centres to make it easier for customers to orient themselves in the premises, and thereby help them to easily plan their shopping.
- Allow a specific store's employees/administrators to edit the website content, which relates to the given store.
- Reduce the time needed for communication both between individual centres, and between tenants and marketing managers. With one click, the approver can confirm and publish modifications to several centres' websites at the same time.

Benefits

Values measured for 1 month:

As much as
80%
reduction in costs

40,000
visits to store details

We've reduced the costs of creating and servicing new shopping centres' websites by as much as 80 %

A robust and comprehensive solution was created to fulfil all the objectives and ensure the greatest benefit possible. After creating an administration back-end for the first shopping centre, this solution can be used for every other centre – with minimum costs, while maintaining full functionality. Thanks to the utilization of a single shared CMS for all the shopping centres, all the modules' hosting and administration costs are also shared.

The number of visits to the store details page on the website has increased

Every month, over 40,000 visitors use the website. It is certainly one of the important benefits of the project, both for the stores and tenants in individual centres, and for their customers.

4,500
map views

75,000
received newsletters
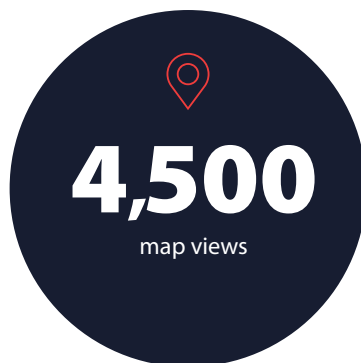
Visitors oriented themselves better thanks to maps of the centres

Every web-based presentation also contains a page with a map of the centre, depicting its floors and store details. 4,500 visitors view these pages every month, and orient themselves better thanks to them.

Newsletter with special offers from stores or entire centres

In one month, 3 centres sent 10 newsletters with special offers from stores or entire centres, which were delivered to almost 75,000 e-mail contacts.

5th
most visited page

66,000
website visitors
on mobile devices

Pages with special offers are attractive to customers

On average, the fifth most visited page on the shopping centres' websites is the list of special offers, or details thereof. These pages are very attractive for customers – here, they can find out how to make their shopping more pleasant, or save money. Edee CMS allows editors from the ranks of individual stores to create special offers, which increases the website's attractiveness.

Thanks to Responsive Web Design, the number of visits from mobiles has increased

Thanks to a new solution based on the principle of Responsive Web Design, over 66,000 mobile device users visit the website every month. For individual shopping centres, mobile device traffic forms 37-45% of the total number of visits.

What next?

The success of these web-based presentations is also documented by the fact that, in the coming years, CPI plans to expand the number of shopping centres connected to Edee CMS. FG Forrest will launch one more web-based shopping centre´s presentation in the year 2016, and two more in the year 2017.
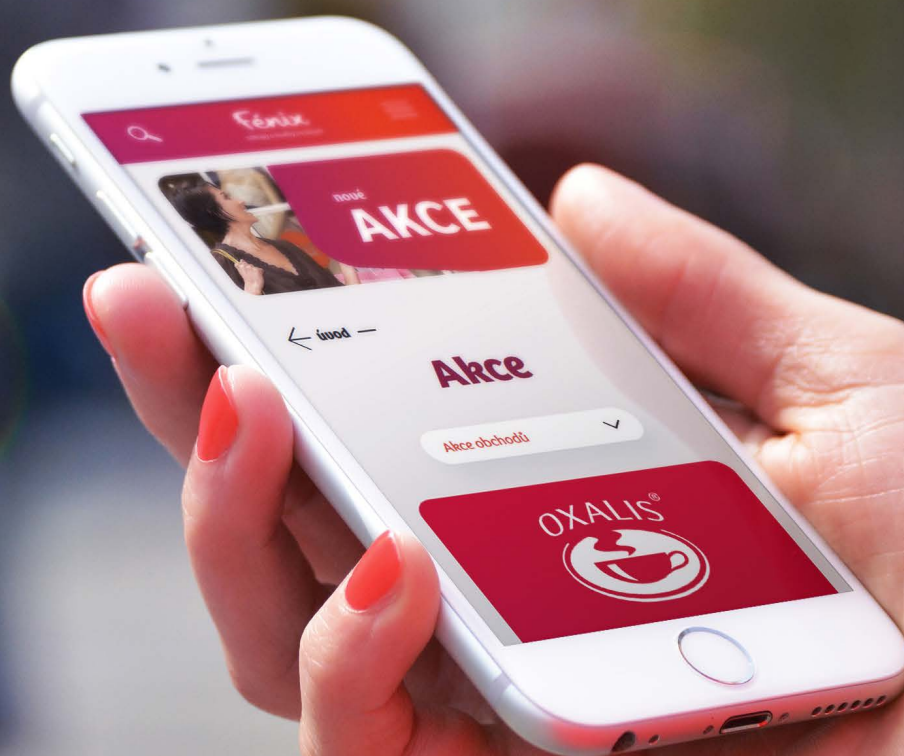
FG Forrest

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FG Forrest is a web agency established in the Czech Republic in 1996.

We specialize in technically sophisticated web solutions and produce comprehensive websites, e-shops and intranets. The solutions, though based on precise computer know-how, have a human side. We combine technology with creative and meaningful content. Tailor-made products, professional approach, guaranteed support and monetisation of digital solutions are the reasons why FG Forrest has for a long time worked with CEZ GROUP, Komerční banka, Prague International Marathon, AC Sparta Praha or Fraus Publishing to name a few examples.

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