



Blue Chip

Blue Chip launches new Sitecore-based engagement platform with the customer journey in mind

Founding date: 1992 • **# of employees:** 180 • **Revenue or market share:** £ 21 million • **Headquarters address:** Blue Chip, 19-25 Nuffield Road, Poole, Dorset, BH17 0RU • **Website:** www.bluechip.com

Operating in the very competitive IT services industry, Blue Chip needs to engage with prospects and customers in such a way that every individual contact will experience true engagement. This requires a modern engagement platform that offers the tools to service customers and prospects alike with the right messages at the right time. “At Blue Chip, this was very hard to accomplish with our previous website”, says Anthony Green, who is responsible for sales and marketing at the very successful Dorset-based IT services company. In recent years, Blue Chip has made the switch from a traditional Value-Added Reseller into a services company with a focus on cloud solutions, infrastructure projects and managed services. With offices in Poole, Leeds and London, Blue Chip covers virtually all English regions.

In the summer of 2016, Blue Chip launched its new website. Green prefers to call it a marketing engagement platform as it is much more than just a website. “At Blue Chip, we recognise that client interactions are far more important than a hard sell. Developing great relationships comes first; our customers want to be listened to, not just “sold” to, especially with a factor as important as their IT infrastructure.” As developing relationships with customers and prospects requires the latest technologies, Blue Chip turned to Sitecore and Sitecore partner Appius to create a new platform that would be able to address Blue Chip’s requirements.

“Blue Chip realized that it needed the right digital channel to get quality leads and deliver opportunities for the sales team”, says Simon Annicchiarico, CEO & Digital Transformation Director at Appius. “Sitecore was the right choice for Blue Chip as it enables the company to identify and nurture leads through a structured approach. Sitecore empowers the internal marketing team to easily create and deliver targeted content marketing campaigns. As Sitecore offers enhanced tracking and behavioral marketing capabilities, the sales team is able to create more insight into the sales cycle and tailor the experience towards increased conversion.”

Challenge

- Develop great relationships with prospects and customers through engaging website
- Communicate breadth of services, and flexible consultative approach
- Ensure that content works for both core audience types of Business Executive and IT Professional
- Create platform that will allow internal teams to deliver effective content marketing through site content, emails, blogs and whitepapers
- Find effective ways to capture data to pass information on to the sales team

Solutions

- Sitecore 8.1
- Experience Editor
- Experience Manager & Personalization
- Email Experience Manager 3.1
- Dynamics CRM
- Live Person
- Lead Forensic

Results

- Traffic up 30 percent
- 3 times more web-generated leads
- Improved guidance for sales team through tracking and monitoring of site visitors
- Targeted content can be updated on the fly

It took Appius approximately six months to design and build the new platform for Blue Chip. Main features are strong data capture functionality with downloadable documents as 'gated' content, events bookings and call back capability as primary lead generation opportunities, integration with Live Person to trigger online chat sessions and improve conversion to lead, and the use of Lead Forensics to look up potential leads and prospects. The platform is also integrated with the Microsoft Dynamics CRM solution.

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Simon Annicchiarico, CEO @ Digital Transformation Director at Appius

This allows for pulling marketing lists through to the site, enabling Sitecore to identify customers and prospects in the Experience Profiler and create opportunities back in the CRM system, based on prospects performing specific actions online. Blue Chips is also capable of setting up engagement plans to identify whether a user is one of two key audience types (Business Exec or IT Professional) and to personalize content served to these two audiences. The Blue Chip brand is supported by providing rich media, including video testimonials from key accounts and video blogs from staff.

Looking back, Anthony Green is very pleased with the results. “We now have a platform in place that enables us to update content on the fly and to optimally analyse the performance of all our campaigns. ”

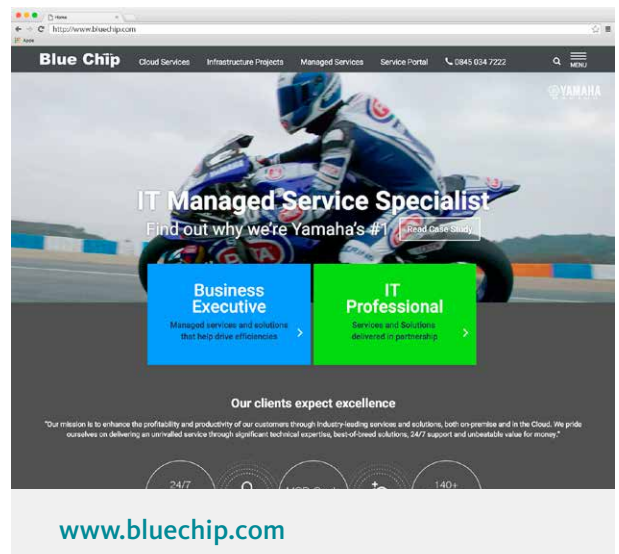
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appius

Appius focuses on transforming the digital experience with skills and capabilities in marketing automation, engagement marketing, experience design and experience platforms. The agency specialises in implementing, customising and integrating with the experience platforms that allow customers to deliver a truly personalised and integrated digital experience. Appius is a Sitecore Partner with a team of Sitecore XP8 Accredited Professional Developers.

Appius International Ltd, Suite 1, First Floor,
Richmond House, Richmond Hill, Bournemouth,
BH2 6EZ

www.appius.com



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