



Sitecore
Case Study:



Blackmores – A Revolutionary New Website Connects Health-Minded Consumers

Summary

Working with Sitecore partner, Bullseye, Blackmores has created a destination that is set to become Australia's biggest online community dedicated to natural health. The new website is personalized to each individual who joins, and is designed to inspire, inform and educate Australians to better health.

Challenge

Blackmores, Australia's leading natural health brand, improves peoples' lives by delivering the world's best natural health solutions, to become peoples' first choice in healthcare. They achieve this by translating their unrivalled heritage and knowledge into innovative, quality branded healthcare solutions that work. Their high quality products, reliable free naturopathic advisory service and award-winning website are among the many reasons Blackmores is the most trusted name in natural health.

Blackmores wanted to offer their consumers a better online experience that would put them in the driver's seat.

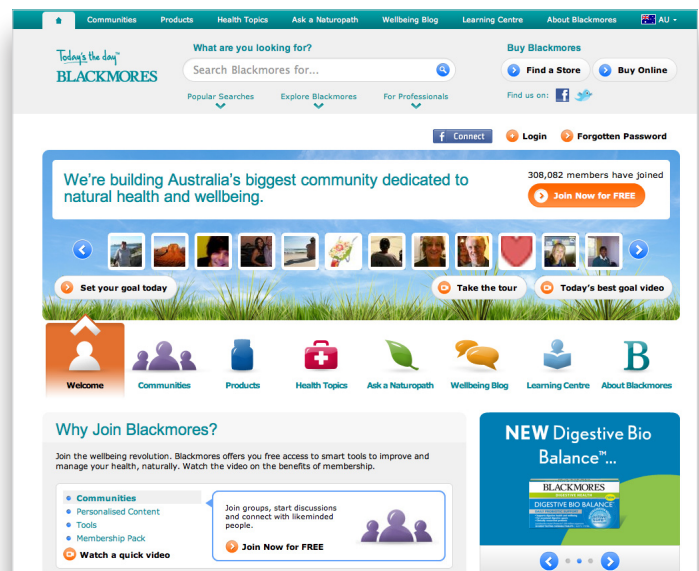
Solution

The Sitecore CMS solution was selected as the best digital platform upon which to create the new website. Key elements that influenced this decision were:

- **Online Marketing Suite (OMS):** Blackmores wanted to take advantage of intuitive profiling capabilities within Sitecore, rather than having to rely on upfront information from the consumer. The aim was to refocus from a product/condition-centric approach to a customer centric one by providing a personalized experience.
- **Features:** Sitecore's features such as content versioning and rollback, Search Engine Optimisation, international content workflows, personalization, user-generated content, etc.

Blackmores Web Site

www.blackmores.com.au



Sitecore Case Study:



“Using the intuitive features of leading-edge technology, we have built a website for Blackmores that offers a totally personalized user experience. It’s slick, clever and designed entirely to delight each individual visitor.”

— Jason Davey,
Bullseye

- **Flexibility:** The Sitecore product range offers integration with common products in use or originally proposed to be used within new Blackmores site, such as Microsoft Active Directory, Microsoft CRM and Microsoft Sharepoint.

Blackmores extended the solution in two major ways:

- They built a report abuse module that was used across many different areas of the site where user-generated content was being introduced into the site. In general, if user-generated content contained certain banned words or if users reported abuse, then a workflow was initiated. This workflow notified site content administrators and the content was prevented from publishing until it was verified and validated. The interesting implementation was the mix of Sitecore admin functionality and screens and showing the offending content in-place (on live pages) alongside it.
- Bullseye also tapped into the OMS collected statistics to build custom recommendation features into the site that go beyond what the OMS offers in terms of hiding or displaying certain sections of the page.

Result

The traditional ‘one-size-fits-all’ website has been replaced with a site that can be personalized for each of Blackmores’ 304,000 members. This is generated from each member’s nominated interests and interactions on the site. Members can view and share updates on the most popular topics that have been read and discussed by the rest of the community, and access an array of health-related communities where they can chat about the topics that matter most to them.

According to Jason Davey, Bullseye, “Consumers have little patience for irrelevant content, and everyone’s health and fitness outlook and experience is different. Using the intuitive features of leading-edge technology, we have built a website for Blackmores that offers a totally personalized user experience. It’s slick, clever and designed entirely to delight each individual visitor.”

Technology Description

Solution Special Ingredients:

Sitecore’s OMS

Alterian Dynamic Messenger for emails

LivePerson.net for chat

Viocorp Video

Microsoft Enterprise Search



Sitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer’s needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore’s software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore’s broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy. Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd’s of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

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