



## Sitecore Case Study:



## Colliers International – Driving a new user experience for customers and generating the right metrics to accelerate success

### Summary

Colliers International is a global leader in integrated property services, representing property investors, developers and occupiers in local and global markets.

They empower their teams to partner with each client, truly listen to their unique business needs and design an integrated service offering. Colliers' goal is to make each client's property a competitive business advantage and ensure their entire range of property needs are met.

Colliers is backed by the financial strength of FirstService Corp, a strong, diversified capital partner, allowing us to invest in major client resources.

As a result, Colliers is consistently ranked by the International Association of Outsourcing Professionals among The Global Outsourcing 100 top businesses and the World's Best Outsourcing Advisors and is Australia's most awarded property services company.

### Challenge

Colliers' existing Web Content Management System (CMS) was not able to adequately meet the requirements of staff, clients or stakeholders. An inflexible system meant straightforward content updates were burdensome and frustrating for staff. The functional limitations of the software were restrictive to the fulfilment of business objectives.

As Colliers continued to experience sustained growth both nationally and globally, the company urgently required an accessible digital solution that could provide the desired flexibility and scalability to meet evolving business requirements that included:

- In-house publishing
- Project Marketing solution for clients
- Cost and resource efficiencies

- Integration with new CRM software to produce meaningful marketing metrics and qualified leads for the business and for clients.

### Solution

BlueArc was selected to design and implement a new web presence for the Australian operations of Colliers International. Colliers' engaged BlueArc based on their reputation for being forward thinkers in the digital technology sector.

Colliers  
International Site

[www.colliers.com.au](http://www.colliers.com.au)



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*“We went through an extensive vendor selection process and Sitecore proved to be the only product that truly ticked all the boxes, tackling real issues faced by our business with ease.”*

— **David Finimore,**  
**National Manager**  
**Online Marketing,**  
**Colliers International**

Deep technical skills, a proven ability to integrate diverse systems and deliver rich online solutions for an esteemed portfolio of clients, BlueArc was first choice as digital partner for Colliers.

Using the industry-leading Sitecore CMS, BlueArc delivered a new website for Colliers that seamlessly integrates with their existing systems and facilitates improved online communication.

Chosen for its global reach and ranking in the prestigious Gartner Magic Quadrant for Web Content Management in 2009 and 2010, Sitecore enables Colliers staff to manage website content easily and efficiently. Decentralized authoring allows content authors across regional centers to publish information to the appropriate sites. The user-centric Sitecore platform empowers non-technical staff and frees up the IT department allowing them to focus their attention on other tasks.

An attractive and functional interface is optimized to provide a consistent and intuitive user experience, enabling Colliers to achieve service excellence through its online offerings.

Other features:

- Automated digital marketing capabilities
- Research and publications accessible online
- Property showcases
- Expert locator tool
- Social media integration
- Videos, podcasts and RSS feeds

Says David Finimore, National Manager - Online Marketing, Colliers International, “We went through an extensive vendor selection process and Sitecore proved to be the only product that truly ticked all the boxes, tackling real issues faced by our business with ease. Most importantly the Sitecore product is driving a new user experience for our customers and generating the right metrics for us to continue to ensure that we are accelerating the success of our people and our clients.”

### Result

Colliers has seen tangible benefits from the new website within just a few months of launch.

These benefits include:

- 15% more visitors spending much longer on the site to become the number one visited website within the Colliers category
  - Enquiries have increased by 30%
  - Overwhelmingly positive feedback from clients, prospects and operatives
  - Vastly improved usability, search and navigation
- Greater brand awareness
- Colliers remains number one within the property sector



Sitecore's Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd's of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore's success and that of its customers, partners and developers.

**Sitecore**  
[www.sitecore.net](http://www.sitecore.net)

**Colliers International**  
[www.colliers.com.au](http://www.colliers.com.au)

**BlueArc**  
[www.bluearcgroup.com](http://www.bluearcgroup.com)