



Sitecore  
**Case Study:**

## Van Gansewinkel – Offering customers a personalized experience with Sitecore

### Summary

Van Gansewinkel Groep has grown significantly in recent years and has evolved into an organization active in the entire chain of waste collection, recycling and disposal. With 5,800 employees and 130,000 businesses, Van Gansewinkel is represented in nine countries.

The online strategy is progressively rolled out in collaboration with Van Gansewinkel. There is a clear split for the corporate and commercial target groups. For clients and prospects, there is a completely new website (VanGansewinkel.com) for waste collecting, with a strong commercial focus and a very user-friendly online shop based on the Sitecore CMS.

Using Sitecore, today visitors are provided with a personalized experience, and can easily filter content, search and compare product offerings and target a proposal.

### Challenge

Van Gansewinkel collects waste – or as they call it, commodities. Van Gansewinkel is leader in the Benelux and collects waste at more than 120,000 businesses, including companies ranging from a sole proprietorship with little waste – to large industrial complexes in each sector. Van Gansewinkel has specific knowledge, which they translate into customer-focused solutions.

Due to rapid growth and several acquisitions, Van Gansewinkel needed to make their multiple sites consistent in design, content and appearance. In addition, both commercial and corporate goals had previously been combined on one website, which yielded some confusion for visitors. Finally, several sites within the Van Gansewinkel Groep were outdated.

Van Gansewinkel wanted to reach its target audience both offline and online. In addition to the website for the Van Gansewinkel brand, several other sites needed to be updated. These would all need to be controlled within the Sitecore CMS.

### Van Gansewinkel Site

[www.vangansewinkel.nl](http://www.vangansewinkel.nl)





*“With the excellent effort from eFocus, Van Gansewinkel managed to also innovate in a customer service oriented and permanent service provider online. Service and ease for customers, right information service for prospects and optimal manageability and flexibility for Van Gansewinkel “*

**— Vincent de Pooter,  
CRM & E-Business  
Manager,  
Van Gansewinkel Groep**

## Solution

Working with Sitecore partner, eFocus, Sitecore was selected based on its scalability. Van Gansewinkel wanted a solution that would allow their website to grow, and also the ability to add several websites within the Sitecore environment.

The realization of Gansewinkel’s online strategy took place in phases. Over all, more than 20 sites were built, including [www.VanGansewinkel.com](http://www.VanGansewinkel.com). This site is the most interactive element in the set of sites. All sites are managed in Sitecore. This allows Van Gansewinkel to streamline content management while utilizing a scalable CMS for further out roll of their online strategy.

## Result

Today, the new site is live, and Van Gansewinkel is extremely pleased with its success. With extensive filter options, site visitors can customize their experience.

Some additional results include:

- Better corporate positioning and overall awareness of Van Gansewinkel.
- 15% more proposal requests and better conversion.
- Continued growth in visitors: now more than 30,000 per month.
- Positive rating from customer for the (online) access to Van Gansewinkel.

- Winner of the 2010 Customer perception Award for overall customer experience.
- Successful launch of customer loyalty programs online login, with “ServicePlusGarantie’ with hundreds interactions / transactions per month.

Moving forward, Van Gansewinkel plans to extend the site with additional functionalities, such as integrating with Salesforce.

According to Vincent de Pooter, CRM & E-Business Manager, Van Gansewinkel Groep, “With the excellent effort from eFocus, Van Gansewinkel managed to also innovate in a customer service oriented and permanent service provider online. Service and ease for customers, right information service for prospects and optimal manageability and flexibility for Van Gansewinkel.”



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)

**Van Gansewinkel Groep**  
[www.vangansewinkel.nl](http://www.vangansewinkel.nl)

**eFocus**  
<http://www.efocus.nl/>