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‘47 websites powered by the Vuture content management system.’
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Overview

Vuture’s content management system has powered Savills’ 47 websites for the last twelve years but the duo has developed a partnership beyond that of a simple buyer and supplier. The reason why the relationship works so well, and why Savills continues to enjoy working with Vuture, is because of the people. Savills has worked with the same senior team right from the very start.

Rupert Levy, Savills’ Director of Digital, says: ‘It’s more than just a functional relationship. The nice thing is that the developers of the core platform are the same as those who develop the website.’

In addition, the simplicity of the Vuture technology makes it easy for Savills’ global team to manage the local sites. He continues: ‘If you can use a Word document you can use Vuture.’

‘More than a functional relationship’

- Savill’s Director of Digital

The challenge

Savills' main challenge was with its global websites. Out of date and a little tired, in terms of design and functionality, it had been seven years since the firm had last rebuilt its websites. And even though they have made iterative changes over the years, the sites grew clunky, inefficient and ineffective. Savills found that it was also unable to track key metrics such as tracking visitors as they interact with Savills in multiple countries. These stats are critical to the Savills team and its clients. It was time to freshen things up with a new look and user experience that supported the needs of the brand's visitors, clients and employees.

Updating the websites was no small feat when an organisation has over a hundred people, globally, dedicated to the management of 47 websites in 25 languages, which hold a decade of research and content. Moreover, it needed to be done without affecting rankings and overall traffic.

Users can be marketing teams that regularly update their respective local websites or individuals who edit the sites as one element of their role. These individuals may only update their sites every few months, which means they are more likely to forget how to make these changes and so need a straightforward and simple way to edit the sites along with the resources and guidance to do this.

Furthermore, each local market offers different services to clients. The local sites must reflect these differences, whilst having translations in the local language as well as English. Savills' challenge, when considering a website rewrite, is that it can't have a one-size-fits-all approach. It also has to consider the cultural nuances in each market.

Savills has grown through acquisition over the last seven years. It became a challenge to create new sites as easily and quickly as it needed to. Furthermore, they had also developed habits that made it difficult to control the way the local sites worked. This meant it was unable to make global changes as easily as it wanted to.

Tackling the challenge

Savills knew it needed to completely rebuild and redesign the global sites. Knowing the complexity of what was ahead of them and having learned a few lessons the last time upgrades to its sites were made, seven years ago, the company approached this in a more organised and systematic way.

The first nine months involved gathering requirements from internal staff and clients. With these requirements Vuture created a master site, which would become the backbone of all the other sites. Using the updated design, Vuture rebuilt the global template libraries in the content management system to make it as easy as possible for Savills' users to create pages, make changes and update local sites. Savills ensured that before Vuture commenced any technical builds that each country compiled the content it wanted on the site.

Savills also made sure that they not only provided training to site users but also wrote practical, task-related, how-to guides to support end-users.

'...the simplicity of the Vuture technology makes it easy for Savills' global team to manage the local sites'

The outcome

Savills launched a completely up-to-date and rebranded website. It has enhanced the visitor experience in a way that the previous site never allowed.

- The Vuture technology seamlessly integrates with Savills' property search. The site can now remember property searches making it easier for visitors when they return to the site.
- The restructured site makes it much easier to find historical research on the site.
- Savills can now give more detailed analytics to property sellers, such as the number of people who have viewed their property.
- Everything related to analytics was reconfigured in order that the company could improve conversion tracking. To allow for a better 360-degree view, Savills now tracks enquiry IDs into its CRM.
- When Savills creates a page in one language the Vuture technology creates the page in the second language automatically.

To help with creating and updating the sites, Savills developed a complete global, master-template library. This has significantly simplified and sped up the process for the users to update and add content to the local sites. Vuture developed mega-snippets that allow Savills to pull in whatever content it needs for the sites' template library. This was previously not an option.

With the simplicity of the Vuture technology along with the master-template library Savills is now able to build a new site in just two to three weeks. Since building the master site the company has launched ten further sites.

With the launch of the UK site Savills was able to maintain its overall traffic of one and a half million as well as its ranking across multiple keywords. It has also seen conversions increase by five to ten percent.

Response to the new site has been positive. Visitors to the site and internal employees love the new site.

What's next?

This has been a significant project for Savills and it's still rolling out the new site to the remaining 35 countries it operates out of. Once this is done Savills will focus on more site personalisation and make the content pages more engaging. It will also focus on conversion optimisation across the site. In spite of a marked increase in conversions, Savills believes that with optimisation it can increase this much further.

With technology usage becoming widespread in real estate, a, traditionally, in-person industry, the firm wanted to provide as good a service online as in person and will continue to push to achieve this.

Want to learn more on how the Vuture platform could help you and your firm?
visit vutu.re or email explore@vutu.re

About Savills

Savills is a global real-estate provider. It provides consulting services and advice about commercial, residential and agricultural properties. It also provides property-related financial services and investment management.

About Vuture

Vuture was established to transform the communication and event model for professional services. The platform's seamless integration with world-leading CRM providers enables users to create unique, consistent and personalised communications, securely, to power value-driven client experiences. Vuture's automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.