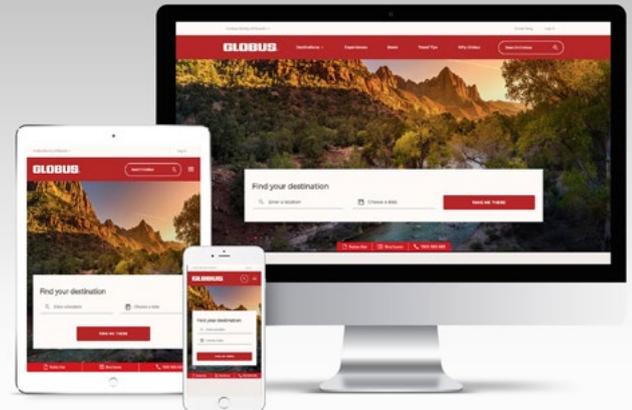


Globus transforms the digital experience with Empired & Sitecore

GLOBUS
family of brands



The Globus family of brands partnered with Empired to deliver a Sitecore solution to transform its digital experience and grow sales and market share.

About the Globus family of brands

Over ninety years ago, a young Swiss, Antonio Mantegazza, began ferrying tourists across Lake Lugano on his rowboat, sharing local stories and secrets along the way. On that lake, the Globus family of brands was born. Today Globus is a leader in the travel industry, offering over 480 itineraries in 77 countries across six continents. Whether it's a fully escorted tour, independent city stay or a deluxe river and small ship cruise, with Globus, Cosmos, Monograms and Avalon Waterways, travellers receive unmatched value, insider knowledge and world-class service with every journey.

The digital experience challenge

The Globus Asia-Pacific team set out to solve a longstanding marketing challenge: to transform the digital experience provided to its customers.

Across all four Globus brands, websites were unstable, not optimised for search and not mobile-friendly. There was little differentiation between traveller types so the customer journey had not been considered and there was very little destination content. Multiple, complex legacy systems made booking processes slow and cumbersome. And, conversion rates were consistently low.

"The Globus websites were very business-to-business and designed internally, by committee," says Louise Percy, digital marketing manager, Globus. "Our competitors were overhauling their websites with fast booking engines, online payment options and beautiful, aspirational content. To compete, Globus had to take a different approach to improve our digital experience for customers and travel agents."

Globus wanted to transform the digital experience for every traveller and travel agent, seeking any travel plan across all four brands. Each travel plan needed to align to its designated brand, visual design and tone of voice. Globus wanted to roll out the digital experience over 13 countries and 52 websites across Australia, New Zealand and Asia. That meant building a capability to deliver locally relevant content, currency information and culturally appropriate experiences. Additionally, Globus wanted a solution based on a single Sitecore platform to ease future management and maintenance.

The Empired Sitecore solution

Globus had been a Sitecore customer for nearly ten years but had not deployed the platform's full range of capabilities. Empired guided Globus to upgrade to Sitecore XP 8.2 with xDB. With Sitecore Connector, an end-to-end solution was created, integrating its enterprise resource planning (ERP), customer relationship management (CRM), booking, payment, and social media marketing systems.

Percy says Globus and Empired performed extensive research to improve the user experience with both consumers and travel agents.

"Empired started with six personas and mapped out user journeys across the range of consideration, purchase and post-tour phases of the buying cycle using nurture paths. Journey design was a first for the Globus team."



In another first, the web presence was designed from a customer perspective. The solution records user activity, feeds into the CRM to create a single customer view, then applies business rules to deliver personalisation, data-driven marketing and relevant content at all stages, from travel inspiration, research and booking.

Says Percy, "Creating a single view of the customer lets Globus understand what users want. That insight guides us to deliver better user experiences through sharing educational content, inspirational imagery, improving personalisation and making the booking process seamless."

The Globus solution is agile, flexible and enables the team to make data-driven decisions. Automation has reduced manual processes and delivered cost savings through efficiency improvements. A solution based on a single Sitecore platform also reduced maintenance challenges for the Globus team.

The solution impact

The solution rapidly delivered significant improvements to the user experience and substantial efficiency gains. As the rollout progressed, metrics spiked. Overall site traffic grew by 171 per cent with a 529 per cent increase in calls from the website. Organic traffic rose by 30 per cent, pages loaded 26 per cent faster and the team saw a surge in online bookings of 320 per cent.

Chris Fundell, Head of Marketing, Globus, says conversion rates "went through the roof".

"Another big benefit was that the marketing team felt enabled. They'd struggled with the old platform and needed IT help to make changes. With Sitecore, marketing could be more agile and efficient which helped deliver faster results for users too."

For more information contact us today:

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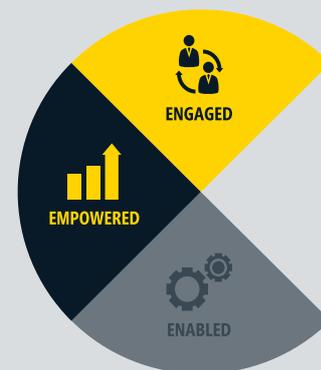
"Globus had an opportunity to start from scratch and build a best-in-class solution. It's not often a business can do that."

Louise Percy

Digital Marketing Manager – Globus

SNAPSHOT

- Globus needed to reinvent its digital experience to improve customer journeys, personalisation, efficiency and empower the marketing team
- The business needed a consistent digital experience for four brands, 13 countries, and 52 websites across APAC, hosted from a single Sitecore platform
- Working with Empired, Globus upgraded to Sitecore XP 8.2 with xDB. With Sitecore Connector, an end-to-end solution was created, integrating its ERP, CRM, booking, payment, and social media marketing systems
- For the first time, Globus designed its web presence from a customer perspective
- Return on investment was above expectations



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