



CUA opens online sales channel with IBM Lotus

CUA is the leading member owned banking alternative in Australia with over 400,000 members, 800 staff and 75 branches around the country. With the financial market narrowing and becoming more competitive, CUA undertook a major organisational re-branding project. The new brand that was developed was fresh and innovative, and as part of this project, CUA identified their website as being a core element of their brand and communication strategy.

Apart from the requirement for a sophisticated, modern looking website with enhanced functionality, CUA needed a Web Content Management (WCM) system that was easy to use by non-technical Marketing staff. The solution had to provide full control of promotional flash content throughout the site by the Marketing team and also be compliant with W3C usability/ accessibility standards, due to the large amount of varied users of the site.

The solution replaced CUA's in-house Domino Web Content Management system, with the J2EE-based IBM Web Content Management.

The solution integrated existing company-wide Lotus Notes applications including Dynamic Loan Calculators and Enquiry Forms. ▶

CHALLENGE

In late 2007, CUA were undergoing a major organisational re-brand and required a new website with a content management system that was easy to use by non-technical staff. The website was designed to be a major promotional communication channel and platform for future digital marketing strategies. CUA selected Certus to complete the re-development project.

SOLUTION

Certus built the website using IBM Web Content Management V6 and IBM Lotus Domino. IBM Web Content Management with Ephox EditLive allows staff to easily update and edit content. Searchblox was used to provide search functionality and was integrated within the site to provide a dashboard view of what users were searching for. Google Analytics was configured to provide free site statistics and provides an instant view of site performance.

BENEFITS

Certus helped CUA build a website that has become a core part of their marketing strategy. As a result of the new website, CUA have opened a new communication channel for the organisation – doubling sales and online enquiries via the website. The new website is easy for staff to update and allows for more effective cross-promotion using dynamic linking of content.



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The solution also integrated a secure online banking system and introduced the Ephox editor tool and enhanced Searchblox search functionality. Certus performed modifications to the Ephox plug-in to allow WCM components to be referenced within the body of content. The site was built using concepts supplied by an ad agency and provided a 'pixel-perfect' rendition of CUA's site concepts and ideas.

From static content to dynamic sales channel

With control of flash based promotional content, not previously possible in IBM Web Content Management, Certus developed an innovative customised flash enabled 'promenade' area which allowed current CUA campaigns to be tied into the site look and feel. The flash areas are treated as WCM content and can be changed via the WCM interface. Advertising content is defined within WCM content pages and its lifecycle is set by Published / Expiry dates and feature flagging. This means that advertising material can be prepared and defined in WCM content pages that are scheduled to automatically 'go live' in the site and 'expire' from the site.

All of this content is now controlled completely by the Marketing department – with no requirement for external support to implement timely integrated marketing promotions. The completed site has opened a new marketing and communications channel for CUA, doubling sales and online enquiries. All promotions now reference the website and users of the site can now be marketed to with dynamic cross promotions throughout the site, depending on the content the user is viewing at the time. CUA have the ability to provide campaign landing pages through the website and can track statistics for free through integration of Google Analytics.

The website is a core element of CUA's digital marketing strategy, with search engine optimisation, paid search and additional portal functionality to be included in future updates.

About Certus

Delivering customer value through successful enterprise software projects that align business processes with technology is Certus Solutions core focus and key strength.

Backed by over 20 years experience, Certus designs, develops and integrates enterprise solutions based on IBM software components, implemented to address each client's unique business requirements and environment. As a Premier IBM Business Partner and the largest specialist team of IBM certified professionals across Australia and New Zealand, Certus represents a solid proposition for organisations looking for a full-service enterprise partner, offering a rare depth of expertise across the breadth of the IBM software portfolio.

Certus' experience includes work with some of the region's largest organisations, including Air New Zealand, Aon, Cement Australia, Fonterra, Honda Australia, Tupperware Australia and Westpac.

Owned and operated by its senior management team, Certus employs 100 people servicing over 400 clients from offices in Brisbane, Melbourne, Sydney, Auckland and Wellington.

For further information

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