



Case Study

Transformation project increases revenue and online traffic for The AA





Background

Established in June 1905, The AA has over 15 million members and is the UK's largest motoring organisation. In addition to its flagship service, Breakdown Cover, the AA also offers services in finance, insurance, leisure and lifestyle services.

Every digital transformation project throws up challenges. Streamlining the flow of data to and from Sitecore 8.1 to The AA's external business systems was a mammoth task that required complex integration and custom development.

Connecting systems from sales journey, tag management, analytics and social channels to vehicle databases, weather and online chat systems, meant The AA was able to deliver an uninterrupted user experience to its customers.





Solution

Sitecore's impressive Experience Editor is fully utilised on The AA website.

The complexity of the numerous page templates and the contextual modules makes the Experience Editor ideal for quickly creating and personalising content.

Sitecore has many out-of-the-box personalisation rules, but to cater for The AA our development teams created additional custom rules driven by campaign types, promotional codes and existing users.

Ensuring the smooth transition from the outgoing CMS, TeamSite, to Sitecore 8.1 was vital. Codehouse held a series of in-depth tailored Sitecore training sessions, and also provided a Sitecore User Guide and valuable content support in the build up to go-live and beyond.

As more training and content support was delivered, it became evident that The AA's content teams began to fully embrace Sitecore. This was a huge plus, because content teams are integral to all website projects. It was refreshing to see not one, but many Sitecore champions who supported, and continue to support other team members.



Accomplishments



Winner of UK Sitecore
Ultimate Experience Award



24% increase in online traffic
and 15% increase in revenue



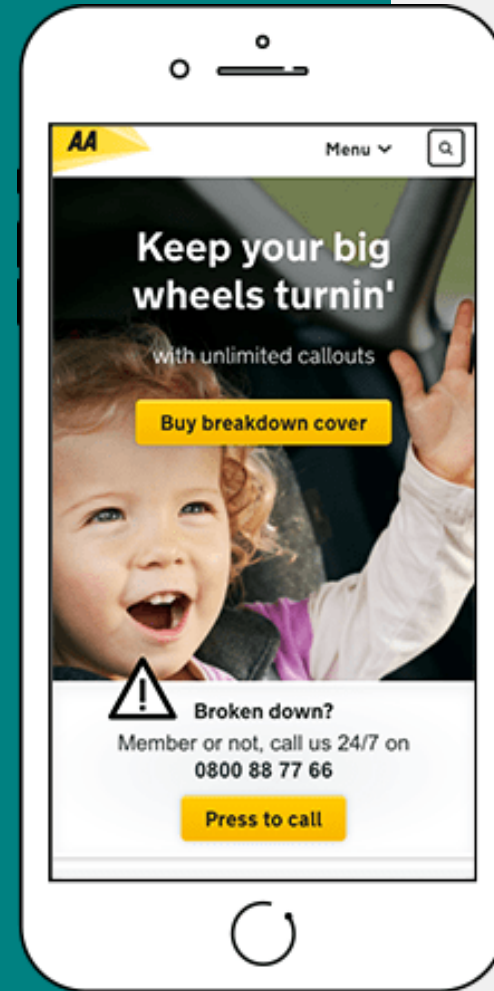
Complex integration with
essential business systems



Over 70 modules and 16
page templates developed



Personalisation with custom
rules throughout the site



Visit The AA website at:

www.theaa.com