



Wyndham websites enjoy positive post launch results

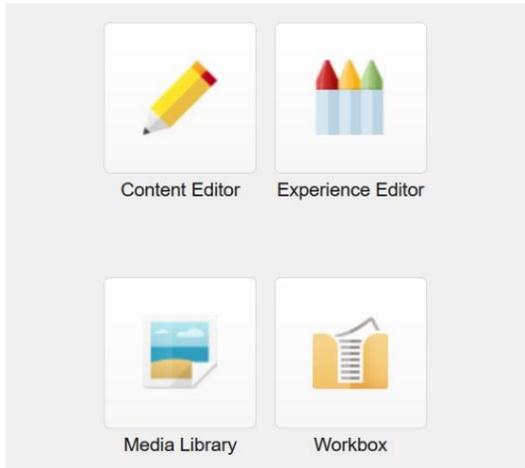
To stay true to Wyndham Vacations Rentals UK original website structure we applied a refreshed look and feel to the Cumbrian cottages and its sister websites Northumberland Cottages, Yorkshire Cottages, Peak District & Derbyshire Cottages, Scottish Cottage and Wales Cottages.

SIX SITECORE WEBSITES

This Sitecore project involved developing Sitecore page types, modules and components for six websites including complex integration with Wyndham's internal systems.

There was also some migration. Content from Mosaic was migrated to the six websites, and WordPress blog content migrated to Cottages.com blog articles. So that the migration went smoothly, we developed a custom migration tool.





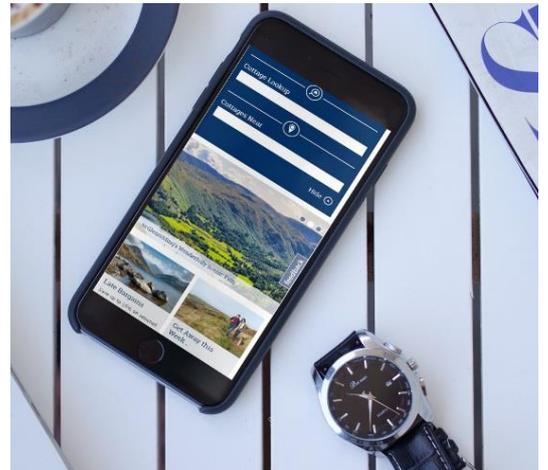
MOBILE FIRST

The new “mobile first” interface design uplifts the online image of the site family, bringing it in-line with modern day web design. The Sitecore controlled responsive multi-site architecture caters for all Wyndham’s sister sites, each having a distinctive and defined colour scheme, strong imagery and easy navigation controls, all of which contribute to a vastly enhanced user experience.

MANAGEABLE CONTENT

This is a truly international website. Sitecore’s language versioning has allowed wagamama’s website to be set up in 18 languages. Each language has its own Sitecore node and associated content tree, accessible by country specific content editors.

The restaurant booking system is integrated with wagamama’s international sites so visitors can book a table from anywhere in the world, in real time. Upon booking and confirmation, visitors receive informative triggered emails with booking details. Customer feedback is through an integrated system for quick and easy follow-up if necessary.



What was achieved:

- ✓ 10% reduction in bounce rates
- ✓ Week-on-week increase of conversion rates
- ✓ Integration and migration with essential business systems
- ✓ Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0

ABOUT WYNDHAM VACATION RENTALS UK

Wyndham Vacations Rentals UK operates a number of recognised and established brands within the holiday rental market and offer unparalleled access to more than 25,000 properties across the UK and Europe. Its key brands include Cottages4you.co.uk, English Country Cottages, Welcome Cottages, Cumbrian Cottages and Hoseasons.

ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.