Case Study – Aviva

eDynamic integrated Sitecore's web content management solution and delivered a brand new site in less than four months.

Within two months of launch, site traffic increased by almost **60%** and customer leads increased by **40%**. eDynamic helped them achieve higher acquisition and engagement for customers, agents and employees - both new and existing.

Challenges:

Aviva's core objective was to reposition the website as a key engine for branding as well as customer, agent and employee acquisition. Their aim was also to ensure an enriching best-of-breed experience that completely revitalizes the Web journey of their end users. Previously, Aviva was using IBM WebSphere Content Manager (IWCM) as a CMS. However, some of the challenges they faced included:

- Difficulty in using a dated version of IWCM
- Lack of training for IWCM internally to use and manage the CMS
- Challenges in customizing and/or developing new features and applications on IWCM
- Bandwidth and infrastructure requirements were too high to maintain the website

Solutions:

Working with Sitecore partner, eDynamic, the evaluation process was a comparison between IWCM, Sitecore, Ektron and Oracle among others. Ultimately, Aviva chose Sitecore because it met all of their needs, including:

- They needed a CMS which could quell all the business challenges they were facing.
- They also wanted a CMS that offered Web 2.0 features and was search engine friendly.
- Most importantly, most of their internal technical environment is .NET and they were keen on a robust .NET system.
- They wanted a CMS that could enable more dynamic sections on the website, especially on their product and fund management sections and be easy to manage for their internal users.

Benefits:

eDynamic delivered a brand new website on Sitecore Content Management System which significantly increased their web site traffic and customer acquisition. In addition there was:

- Lower bounce rate for key pages— which suggests higher user engagement
- Higher number of leads from the website for sales, and a higher number of policy renewals.
- Integration of Aviva's pre-existing CRM and Lead Management Systems.
- Integration of Sitecore with a payment gateway for online premium payment/renewal.