

CASE STUDY

Mobile Transactions Up 138% for Mr Rental With Telerik Sitefinity



OVERVIEW

COUNTRY

Australia

SECTOR

Retail

CUSTOMER PROFILE

Mr Rental is a team of business professionals committed to becoming the first choice for home appliance rentals across Australia and New Zealand. UI Crew is a national web consultancy with disciplines in web design, programming, site performance, search marketing and web strategy.

BUSINESS SITUATION

With a demographic of heavy mobile users, Mr Rental, the home appliance rental center for Australia and New Zealand needed a snappy mobile presence that was easy-to-use, could represent its 70+ products adequately and could provide ecommerce capabilities for immediate purchasing.

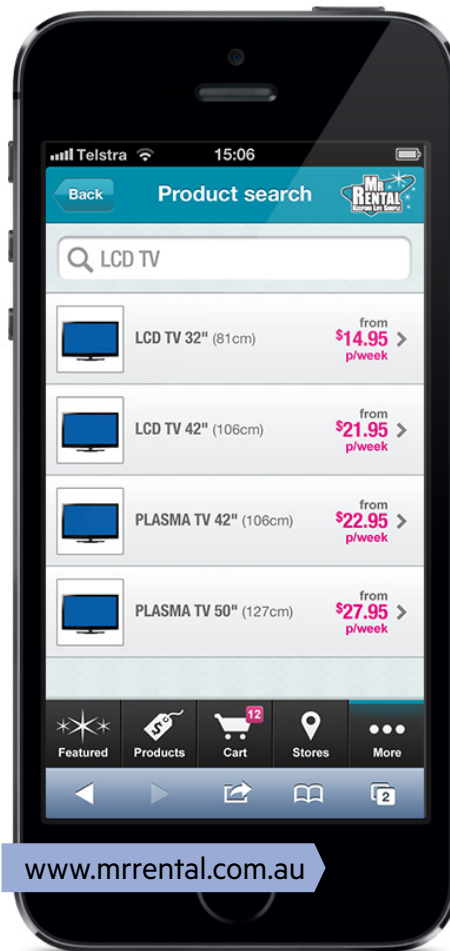
SOLUTION

After weighing options such as mobile website versus mobile app, Telerik Sitefinity partner, UI Crew, decided to move forward with Sitefinity because of its open architecture, usability and adoptability for content contributors, and its ecommerce engine.

BENEFITS

Within the first two months of the Mr Rental mobile site going live, the company recorded:

- Mobile conversion rate up 108%
- Mobile transactions up 138%
- Revenue increases of 89% from mobile devices



Mr Rental is a national home appliance rental company catering to residents across Australia and New Zealand. With a demographic of heavy mobile users, the company needed a mobile presence with ecommerce capabilities to allow for quick conversions. Leveraging Telerik Sitefinity™ CMS, Mr Rental worked with Sitefinity partner UI Crew who led development of a mobile website to better serve Mr Rental’s customers.

“ Having a mobile website was the right choice and Telerik Sitefinity with Sitefinity Ecommerce was the backbone of our success. Having a vendor that could provide us with deployment options on methods for our mobile presence and then offer easy-to-use options and templates for launch, made all the difference. Furthermore, we looked at other systems but none of them had a quality ecommerce component that integrated seamlessly.”

Seth Cleaver, UX Consultant, UI Crew



BACKGROUND

Mr Rental provides a one stop solution for all household needs including whitegoods, TV's, audio visual, furniture, fitness equipment and computers. The company offers unique flexible rentals where the customer can choose the various options. Mr Rental began franchising in 2001 and the Mr Rental family has grown to 70 franchisees in Australia and 19 franchisees in New Zealand.

The company's vision is, "wealthy thinking in an ever changing world" and to "make rental more attractive than ownership for everyone."

UI Crew is a national web consultancy committed to providing excellence in client service with a proven track record in the online disciplines of web design, programming, site performance, search marketing and web strategy. UI Crew is also an early adopter of Telerik Sitefinity, having worked with multiple iterations of the CMS over the last several years.

THE CHALLENGE

With a target demographic of mothers with multiple children — who are also heavy mobile users — it was important for Mr Rental to have a snappy and easy-to-use mobile presence. The site also had to adequately represent the more than 70 products currently available.

In deciding its mobile strategy, the company had to be careful to pursue the "right" approach, or suffer a potential decrease in mobile web traffic. For example, since the majority of customers (roughly 45,000 unique visitors per month) would not be repeat website visitors, a mobile app would not be effective. Customers would not likely take the time and effort to download yet another app to evaluate and purchase items.

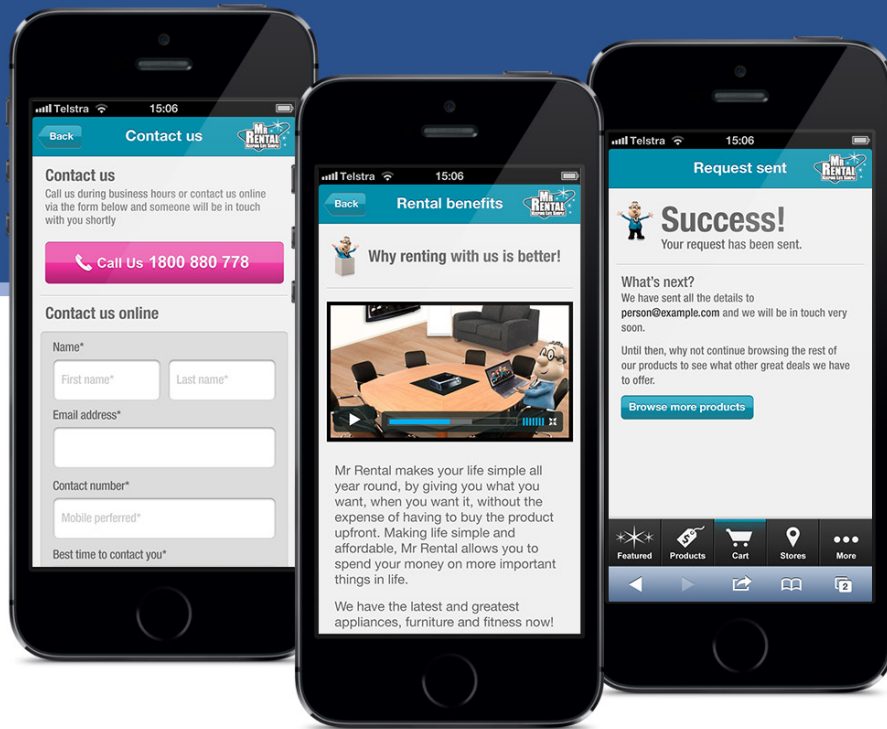
Mr Rental had to address the needs of its mobile users head on. Therefore, the company needed a mobile website that would carry the brand appropriately, show products in an easily consumable manner, and provide real-time ecommerce capabilities to address the immediacy mobile users were looking for. The mobile site also had to be easy-to-use and require minimal training for Mr Rental's content editors.

HOW SITEFINITY PARTNERS MAKE A DIFFERENCE

The Sitefinity partner network is a global community of more than 300 organizations at the forefront of online development and design. Partners provide a wide variety of on-demand services, including project consulting, integration, custom development, design, training and hosting.

Telerik's Sitefinity Partners enjoy close links with the Sitefinity technology teams and benefit from insider knowledge about the product. Developer certification is a requirement for higher-tier partners, assuring a high level of competence and a solid understanding of Sitefinity best practices.

Like Sitefinity customers, Sitefinity Partners come in all sizes and with partners in 40 countries, it's easy to find a local expert with the right skills at the right price. Partner profiles can be viewed at Sitefinity.com/partners and the Partner Program Team at Sitefinity are on hand to help coordinate Partner involvement throughout the project lifecycle.



THE SOLUTION

UI Crew has leveraged many iterations of Sitefinity CMS while actively riding the wave of mobile progression. “Four or five years ago, mobile accounted for only 4% of our customer inquiries. Today on average it is responsible for more than 35% of customer interactions (first point of contact, repeat business and more) and this growth shows no signs of slowing,” says Seth Cleaver, UX Consultant, UI Crew. “Moreover, mobile customers are often more qualified purchasers, as they’re not ‘surfing the web’. They know what they want and don’t spend time shopping around, as do folks on desktop.”

After weighing options such as a mobile website, mobile app and whether the company should leverage existing technology investments for the project, the team collectively decided to move forward with Sitefinity. Sitefinity was selected because of its open architecture (which makes for easier system integration), ease-of-use for content contributors, and its ecommerce engine.

“Mr Rental has many people coming into the CMS to edit content and the ability to use the system effectively was

of extreme importance. Sitefinity is a system the Mr Rental users quickly felt at home in. The administrative function is very intuitive and required minimal training. Users were up and running in no time,” says Seth.

As Mr Rental’s main website was already on Sitefinity, creating a mobile site on the same technology made the process very smooth. Using available Sitefinity template features, the development team leveraged much of the existing content already available on the main site.

The ecommerce engine also showed immediate value. With Sitefinity Ecommerce, Mr Rental was able to simplify the process from 15 fields to eight. While the company captured less customer information, it ensured more user conversions, for added revenue.

“We have used other ecommerce engines in the past and while the technology may be advanced, none of them combined ecommerce capabilities with the CMS – this was by far one of the best benefits for us,” says Seth.

ECOMMERCE INTEGRATED INTO THE CMS

The Sitefinity fully integrated ecommerce module erases the line between content and products. Merchants can set-up and configure online stores quickly and easily without leaving Sitefinity, and without having to recreate product types in a third-party application. Custom product types can be created without writing a single line of code – including non-shipping products like services and donations – and product descriptions are formatted in the familiar intuitive page editing environment. Merchants can also leverage powerful Sitefinity personalization capabilities to craft the ecommerce experience for each customer, using sophisticated but simple-to-set-up profiling rules.

For developers, Sitefinity Ecommerce provides a fully accessible API for programmatically accessing product data and processing hooks to introduce custom functionality to the purchasing cycle. With out-of-the-box support for major payment providers, multi-currency, multi-language and with powerful tools like inventory management, Sitefinity Ecommerce brings legendary Sitefinity usability and productivity gains to selling online.

THE RESULT

The mobile site took approximately two-and-a-half months to create and was launched with minimal fan-fair. However, even without marketing support, there was an immediate impact and notable uptick in traffic. “We saw an immediate increase in the number of pages being seen on the mobile site. There were also fewer bounces from the mobile site – less than any other web pages. Additionally, we noticed that while the desktop traffic fluctuated regularly, the mobile site stayed relatively the same,” says Seth.

Upon review of the mobile site after its first two months of operation, Mr Rental found some telling statistics on usage before and after the site was launched:

- Prior to the mobile site launch, page views by mobile devices only accounted for around 14% of all page views. Today this figure has increased to 79%
- Even with the page views up, users spent 38% less time on the site, meaning they browsed 79% more pages in almost half the time prior
- There has been a 138% increase in inquiries from mobile devices due, in part, to a very quick user experience that garnered a favorable response
- The bounce rate decreased by 41%
- Mobile conversion rate was up 108%
- Transactions were up 138%
- Inquiries have increased by 89%

THE VERDICT

“Having a mobile website was the right choice and Telerik Sitefinity with Ecommerce was the backbone of our success. Having a vendor that could provide us with deployment options on methods for our mobile presence and then offer easy-to-use options and templates for launch, made all the difference,” said Seth. “Furthermore, we looked at other systems but none of them had a quality ecommerce component that integrated seamlessly. The fact that it could pull from the CMS put it heads above the rest and the results – increases in site visits, conversations, transactions and inquiries – demonstrate that we made the right choice.”

ABOUT MR RENTAL

Since 1983, Mr Rental offers a range of home furniture and appliances including bedding, couches, televisions, game consoles and whitegoods that can be hired short term. The company offers unique flexible rentals where the customer can choose the various options. Mr Rental began franchising in 2001 and the Mr Rental family has grown to 70 franchisees in Australia and 19 franchisees in New Zealand. The company’s vision is, “wealthy thinking in an ever changing world” and to “make rental more attractive than ownership for everyone.”

ABOUT THE UI CREW

UI Crew is a proactive digital agency that empowers businesses to execute online strategies that deliver immediate and lasting results and help them plan for where they want to be in the future.

Whether it be a website redevelopment, an innovative mobile website, a digital marketing campaign or a complete online strategy; the “Crew” draws on experience and expertise to provide valuable insight into the world of online media and digital marketing.

ABOUT TELERIK

Telerik empowers its customers to create compelling app experiences across any screen. Our end-to-end platform uniquely combines industry-leading UI tools with cloud services to simplify the entire app development lifecycle. Telerik tools and services can be adopted individually or as a platform and seamlessly integrated with other popular developer solutions. More than 130,000 customers from 40,000 organizations in 94 countries depend on Telerik products, including more than 450 of the Fortune 500®, academic institutions, governments and non-profits. For additional information about Telerik, please visit telerik.com or follow [@telerik](https://twitter.com/telerik) on Twitter.

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