

# Case Study

## Steps to Sales (S2S)

[s2s.classicholidays.com.au](http://s2s.classicholidays.com.au)



### Industry

Holiday, Accommodation

### Partner

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## Background

Classic Holidays has been helping families enjoy affordable holidays since 1978. Taking care of their members is a way of life that permeates every decision they make and every action they take. It's probably one of the reasons why they've grown from their small beginnings into Australasia's largest privately owned resort and club Management Company.

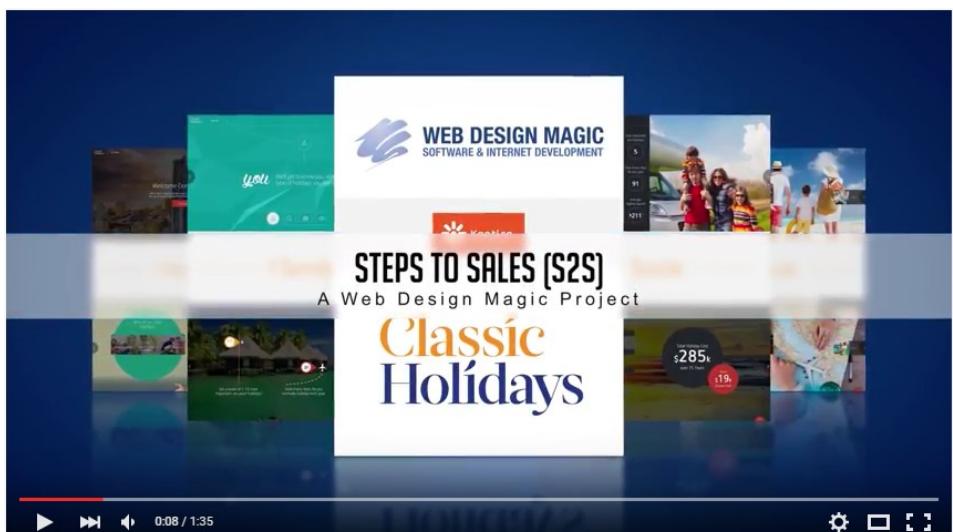
Founded in 1978, they are now responsible for over 650 employees (on both sides of the Tasman), looking after almost 65,000 club members in Australia and New Zealand. They've built their business on the values of honesty, respect, integrity and commitment to customers' satisfaction, and it shows. Ask other members ... ask the people that work there... they'll tell you that Classic's customer-centric culture is legendary.

Over the last 35 years, they've built up a deep knowledge and the practical skills necessary to consistently plan ahead so that they are certain they will continue to meet customers' expectations. Of all the measures used to determine customer satisfaction, repeat business speaks the loudest.

- Incorporated in 1978
- Licensed Securities Dealer since 1991
- Responsible for over 650 employees
- Almost 65,000 member families
- Over 98,000 member holidays booked in 2014

## Goals

The Steps to Sales (S2S) project is one of many - to digitise Classic Holidays and allow the better use and movement of prospect/customer data between systems, websites, and the business – in turn, providing gains process management, automation, and, ultimately, an increase in conversions.



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*"I have been working with Web Design Magic on this S2S project for many months and have found them to be an absolute pleasure to work with. When the going gets tough, the WDM team gets going! Would highly recommend them for anyone's Kentico project."*

**Jeff Dermann**  
Classic Holidays

## Challenges

There are many challenges when working with many different systems. It was understood early in the project that certain systems perform certain tasks better than others, and the system selected for the CMS/EMS was Kentico. It was challenging to ensure not only that all systems were talking seamlessly, but also to ensure they met the project's requirements.

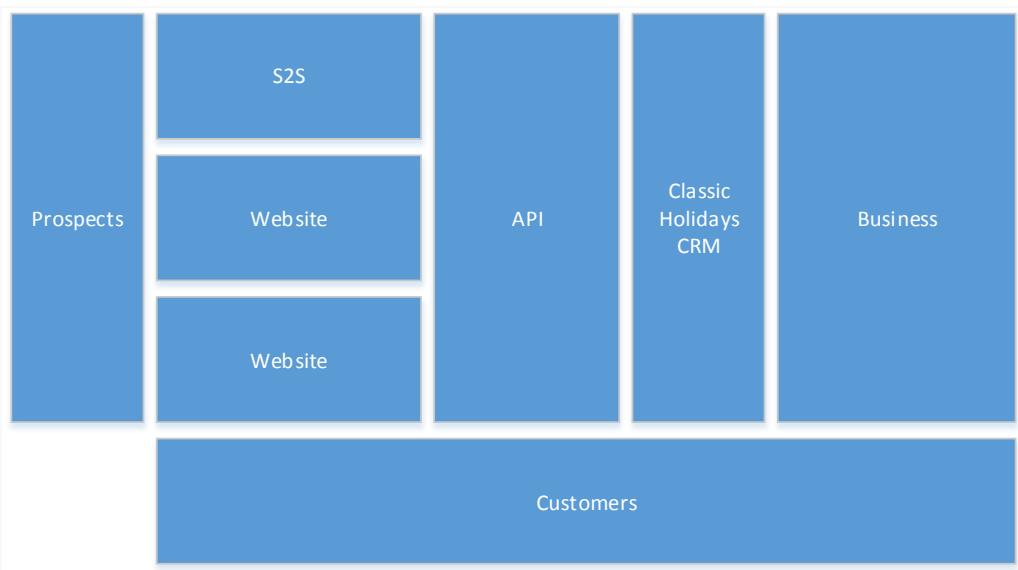
## Solution

It was decided that Classic Holidays would use as much of Kentico "Out of the Box" as possible to meet as many requirements as possible, even if this meant changing the scope to suit Kentico. This approach was selected as S2S could focus more on the UI & business logic and integration, as opposed to core features such as Content Editing, Segmentation, Personalization, and Marketing Automation.

By selecting Kentico as the platform to run all the web-based systems, this allowed S2S to utilize the data sharing and Contact Profile capabilities with minimal configuration. Nothing could be more powerful than responding to prospects or customers using personalized content created from the inputs or activities of previous interactions with Classic Holidays.

Also, by segmenting their customers using Personas, S2S have begun to set a precedence for the way Classic Holidays does business in the future allowing them to target customers or segments with ease.

By integrating all the inputs and outputs into their CRM, and automating processes, S2S felt that was something that would allow Classic Holidays to remain the leader in its field. By automating mundane processes it allows them to create great new destinations to holiday in!



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S2S utilizes Microsoft Azure Virtual Servers and Microsoft Virtual Databases. By easily deploying the Kentico solution to this platform, resources can be adjusted easily to suit the current situation. Source control manages the migration of data to the cloud and Kentico Staging allows synchronisation between the local Development, UAT, and Testing instances with ease.

## Results

The Kentico platform is set to provide results over time. The system has started recording not only Contact Activities but also Visitor Statistics, allowing Classic Holidays to react to this data both at a Content Personalization level as well as a Business level.

- Increase in traffic
- Increase in average visit duration
- Increase in unique visitors on the website
- Improvement in conversions

## Key criteria for using Kentico

Kentico was the perfect choice for this project (and many to come) because

- It met the requirements of the project “Out of the Box”
- It was flexible enough to allow integration into other systems
- It offered concepts like Personalization, Segmentation and Marketing Automation without any custom coding
- It offered a roadmap moving forward – new features of Kentico could be easily added to the suite of tools Classic Holidays now has at its disposal.

