



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



Intelligent web management

Solution elements:

Tridion Sites®

Tridion® DXD

Virgin Money: stepping up to the opportunities of web personalization.

The Virgin Money team was aware that they needed a platform which was scalable to their future plans. Just as Web 2.0 has changed the face of website development and management, Virgin knew they needed to prepare for the next phase in web content management.

Virgin Money, part of the Virgin Group, is a rising star of the financial services sector. Virgin Money made a strategic push to move its customer base onto its website where it is able to communicate its product range and brand more effectively.

The site itself has 44,000 visitors a day, with a 50/50 split between new and existing customers.

“This means the site has to be all things to all people,” explains Jeremy Walters, Head of Systems Development at Virgin Money.

Refocusing the website

The Virgin Money website was harnessing the Tridion Sites web content management (WCM) platform for several years. Having inherited it through a merger of Virgin Direct and virginmoney.com, only its basic functionality was being used until recently. Virgin Money then underwent a significant rebrand. Its website was a key component of this process.

“For my team, this was more important than a rebrand – it was a rebuild. The tone and functionality of the website had to change,” said Walters. “We could only undertake such a project on a stable and well-architected platform, so we moved to the latest version of Tridion Sites.”

Walters’ team was aware that they needed a platform which was scalable to future plans. Just as the trend towards personalization has changed the face of website development and management, Virgin Money had to be prepared for the next phase.

“It’s this flexibility that we have with our Tridion Sites platform which allows us to offer our customers the information and products they want, in the style that works for them.”

Jeremy Walters
Head of Systems
Development, Virgin
Money

WCM: when content matters

Virgin Money currently sells 12 distinct products. This is a relatively narrow product range and so even greater emphasis is put on keeping the content on the website fresh and new. “We were keen to avoid the trap of having a disconnect between the marketing and IT departments, which often leads to no-one taking full responsibility for the website,” said Walters. They now have a team of ecommerce analysts who sit within the marketing team and manage the website.

“We are renewing content every day, so it made sense to take the onus of this away from the IT department and bring it into the marketing team who are creating the content anyway. It’s a win-win for everyone involved.”

The ecommerce team has a good basic level of web development understanding. They are able to launch a new product, such as a credit card, without input from the IT department, making the turnaround time on new content for the site exceptionally fast. “With the economy as it stands, it is imperative that we have a quick time-to-market for new products and are responsive to market changes,” adds Walters.










The site has 44,000 visitors a day, with a 50/50 split between new and existing customers.

Intelligent web management

Web analytics are a prerequisite for ensuring the website is working as it should. As launching microsites and new webpages is a swift process on the Tridion Sites platform, Virgin Money is able to take this one step further. It uses a process called champion challenger for some new launches, which involves designing and launching multiple versions of the same channel at the same time. Visitors are directed to one of these sites and their interaction with it is monitored through its analytics program. This enables Virgin Money to make an informed decision as to which version they should use permanently. For example, they can choose to deploy the site which has been the most successful at taking a customer through to purchase of a product.

In addition, the ecommerce team can identify successful tactics in a test site and can deploy these across other parts of the website. "Other web content management platforms just aren't responsive enough to do this," explains Walters. "It's this flexibility that we have with our platform which allows us to offer our customers the information and products they want, in the style that works for them."

<p>FEATURED PRODUCT</p> <h3>Virgin Money Back is here</h3> <p>Earn cashback with any of our Credit Cards when you shop online at over 500 brands through Virgin Money Back</p>  <p>Representative 20.9% APR (variable)</p>	<p>FEATURED PRODUCT</p> <h3>This credit card's a real all-rounder</h3> <p>Enjoy 25 months on transfers and purchases. Genius. Representative 18.9% APR (variable)</p> 	<p>FEATURED PRODUCT</p> <h3>Virgin Money Essential Current Account</h3> <p>Fewer fees? Yes please</p> 	
<p>ARTICLE LINK</p> <h3>Discover money transfers</h3> <p>Pay money straight into your account with a Money Transfer Credit Card</p> 	<p>VIDEO</p> <h3>Credit Cards in three minutes</h3> <p>Confused by Credit Cards? Watch the video</p> 	<p>ARTICLE LINK</p> <h3>Introducing the Virgin Red App</h3> <p>Offers from the Virgin Group and beyond. Plus exclusive rewards for Virgin Money Credit Card customers</p> 	
	<p>FEATURED PRODUCT</p> <h3>Everyday excellence</h3> <p>Get 28 months on purchases with this Virgin Money Credit Card. Representative 19.9% APR (variable)</p> 	<p>TOOL</p> <h3>Balance Transfer Calculator</h3>	<p>TOOL</p> <h3>Check your eligibility for a Virgin Money Credit Card</h3>

money.com/credit-cards/?source=DIR-MUL-NA-NA-02462...

“It’s important to us to have strong relationships with our suppliers and partners. Our business moves quickly and we can only work with companies who share this understanding and work at our pace. SDL (now RWS) fits this bill and supports us in meeting our strategic goals.”

Jeremy Walters
Head of Systems
Development,
Virgin Money

Making it personal

With a healthy customer base of over 2 million people and 32% of overall visitors using tablets or mobile devices, Virgin Money focuses on increasing two-way communication with its customers. Personalized content is central to this, enabled by the Tridion Sites platform. Virgin Money is acutely aware that one size does not fit all when it comes to personal finance.

As customers log into the site, they will only be offered relevant discounts, loyalty schemes and products relevant to them. Virgin Money is adopting a personalization strategy to increase brand loyalty and customer understanding through customer interaction. As a result of this level of personalization, Virgin Money’s website see 58% return visitors.

In addition to relevant offers, Virgin Money also launched various communities on the site to encourage customers to discuss money.

“It’s a sensitive subject to many people, especially right now. We believe giving our customers somewhere to gather information and share experiences will be a valuable tool to them and will aid us in understanding their changing needs,” explains Walters.

“That’s not to say that it won’t be a challenge to get customers talking about money in the first place. But being able to adapt the forums to a style that is proving successful will allow our communities the best chance to flourish.”

Intelligent web management

Moving forward

Virgin Money is present in the UK, the US, South Africa and Australia. These territories work closely together to reinforce the brand. Tridion Sites' unique BluePrinting® technology allows multiple regional sites to be updated from a master template quickly and seamlessly.

This will mean that each region still has its own website, but ensures the same corporate look-and-feel for customers. If a change needs to be made, only the master website needs to be redesigned and this will filter down to the regional sites, which will only need local updates, reducing design costs substantially.

To support the restructuring of the business, Walters' team is also undertaking the development of the company intranet. This again will sit on the Tridion Sites platform and will allow rich content to be accessible to all in the organization.

Walters concluded, "It's important to us to have strong relationships with our suppliers and partners. Our business moves quickly and we can only work with companies who share this understanding and work at our pace. SDL fits this bill and supports us in meeting our strategic goals."

Discover more of our customer stories:

[rws.com/customers](https://www.rws.com/customers)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

© All Rights Reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group*.

*RWS Group shall mean RWS Holdings PLC for and on behalf of its affiliates and subsidiaries.