

- GOSS iCM (intelligent Content Management)
- GOSS Advanced Search
- GOSS Forms Expert

# BERKELEY GROUP BOOSTS WEB TRAFFIC AND DRIVES CONVERSIONS

**W**ith 89% of people turning to the internet first when searching for a new home, this award-winning housebuilder has created feature-rich websites that address the needs of today's property buyers. Its user-centric websites offer virtual tours and easily accessible key information on properties.

“ The websites we have created with GOSS iCM have been very successful in driving prospects to our show homes and marketing suites, allowing our negotiators to convert them into sales. ”

Lisa San, Senior Business Project Manager, Berkeley Group



## Urban living with a community focus

The Berkeley Group employs around 700 staff and is one of the top 12 contractors and house-builders in the UK. Its focus is on providing quality housing stock in urban regeneration areas in cities such as London, Birmingham and Manchester. The company has a keen commitment to sustainability and local community cohesion.

In 2011, as well as being voted Britain's Most Admired Company by Management Today, Berkeley Group was ranked as one of the Top 10 companies in Europe for Customer Focus, winning a 'Ruban d'Honneur' in the European Business Awards.

### The challenge

With more homebuyers turning to the internet to search for and explore available properties, the Berkeley Group realised that its web presence needed to become a much more important element of its business model. It put in place a strategy to deliver rich, detailed and interactive websites and microsites that would attract property-seekers and ultimately convert them to customers.

### The solution

- ▶ Selected GOSS iCM as the website content management system underpinning the company's main websites and development of new microsites
- ▶ Used the flexible, reusable templates and code libraries in GOSS iCM to build consistent, attractive and user-centric sites quickly and easily
- ▶ Created targeted microsites with detailed information about new developments, including valuable local information such as nearby schools and transport links
- ▶ Enabled comprehensive listings of plots and properties with detailed information and specifications available at the click of a button
- ▶ Used GOSS Advanced Search to provide geospatial search functionality that allows users to quickly track down properties that meet their personal criteria

### The results

- ▶ **Developed business focused microsites, faster and with targeted, feature packed content**
- ▶ **Provided purchasers with complete, 24/7 access to information that matters to them**
- ▶ **Increased brochure requests, registrations, viewing requests and email enquiries**
- ▶ **Grew conversion rates of website visitors into customers**

The screenshot shows the Berkeley Group website. At the top left is the Berkeley Group logo. To the right is a search bar with the text 'myhome' and a 'Log-in' button. Below the search bar is a navigation menu with links: HOME, NEW HOMES, CUSTOMER CARE, ABOUT BERKELEY, ENVIRONMENT, NEWS, INVESTOR INFORMATION, CONTACT US. The main content area features a large banner image of a modern city skyline at night with the text 'Imagine coming home to Berkeley'. Below the banner are several sections: 'Awards' (The Berkeley Group has been voted as Britain's Most Admired Company for 2011), 'Quick search' (Find your perfect home with the Berkeley Group), 'Interactive Map' (Search), 'Development list search' (Select a Development from list), 'The Berkeley Foundation' (Find out about our commitment to help improve the lives of, and opportunities for young people), and 'Sustainability Reports' (View our latest and past reports). At the bottom left is a section titled 'Designed for life' with the text 'Choosing a home is one of the most important decisions of our lives and it's vital to get it right. Come home to Berkeley, and you can be confident that you have made the best decision.' and 'Over the last twenty-five years, Berkeley has built a reputation for creating homes that surpass expectations in'. At the bottom right is a section titled 'Investor information' with a 'Read more' button.

“ GOSS has enabled us to develop comprehensive websites that are packed with features and functions, easy to use and navigate and have an attractive, user-centric design. ”

Lisa San, Senior Business Project Manager, Berkeley Group

## Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

## Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

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