WILLSCOT

Our Mission: To facilitate the launch of WillScot's newest acquisition on Sitecore Experience Platform and Sitecore Experience Commerce

About the Engagement:

As XCentium was in the middle or a project with ModSpace, they were acquired by WillScot. Upon review on ModSpace's digital assets, WillScot engaged XCentium to do a full Sitecore Experience Platform and Sitecore Experience Commerce implementation. In this process, XCentium created modular, reusable containers to enable content users to more quickly render pages. Lastly, XCentium implemented Azure to ensure security, scalability and reliability.
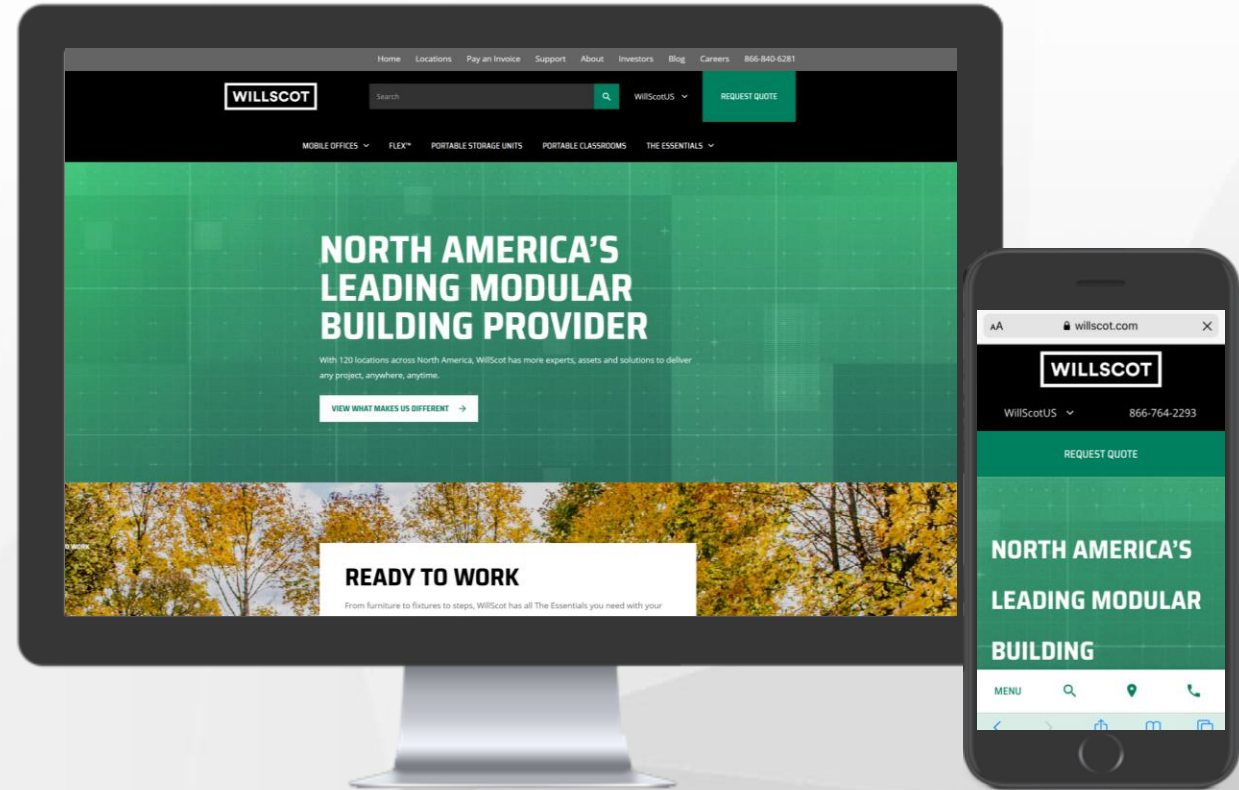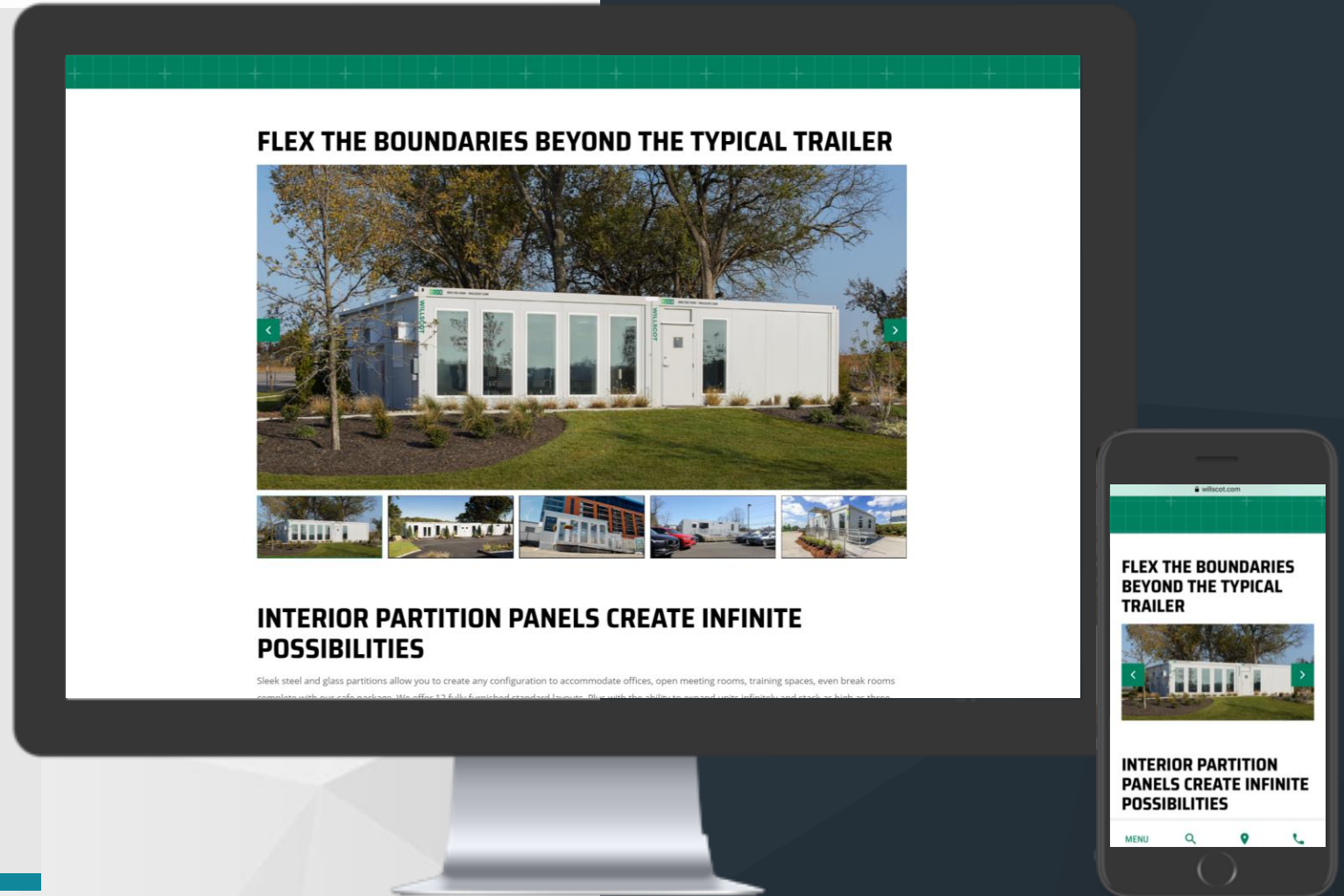
Key Outcomes:

110% INCREASE IN WEBSITE VISITS IN TWO MONTHS

145% INCREASE IN CUSTOMER ENGAGMEENT

28% INCREASE IN ONLINE REVENUE

Williams Scotsman, Inc. is one of the leading providers of mobile and modular office space, serving more than 24,000 customers through over 90 offices in the United States, Canada, and Mexico. The company leases a fleet of more than 94,000 units of mobile offices, portable classrooms, and storage products.
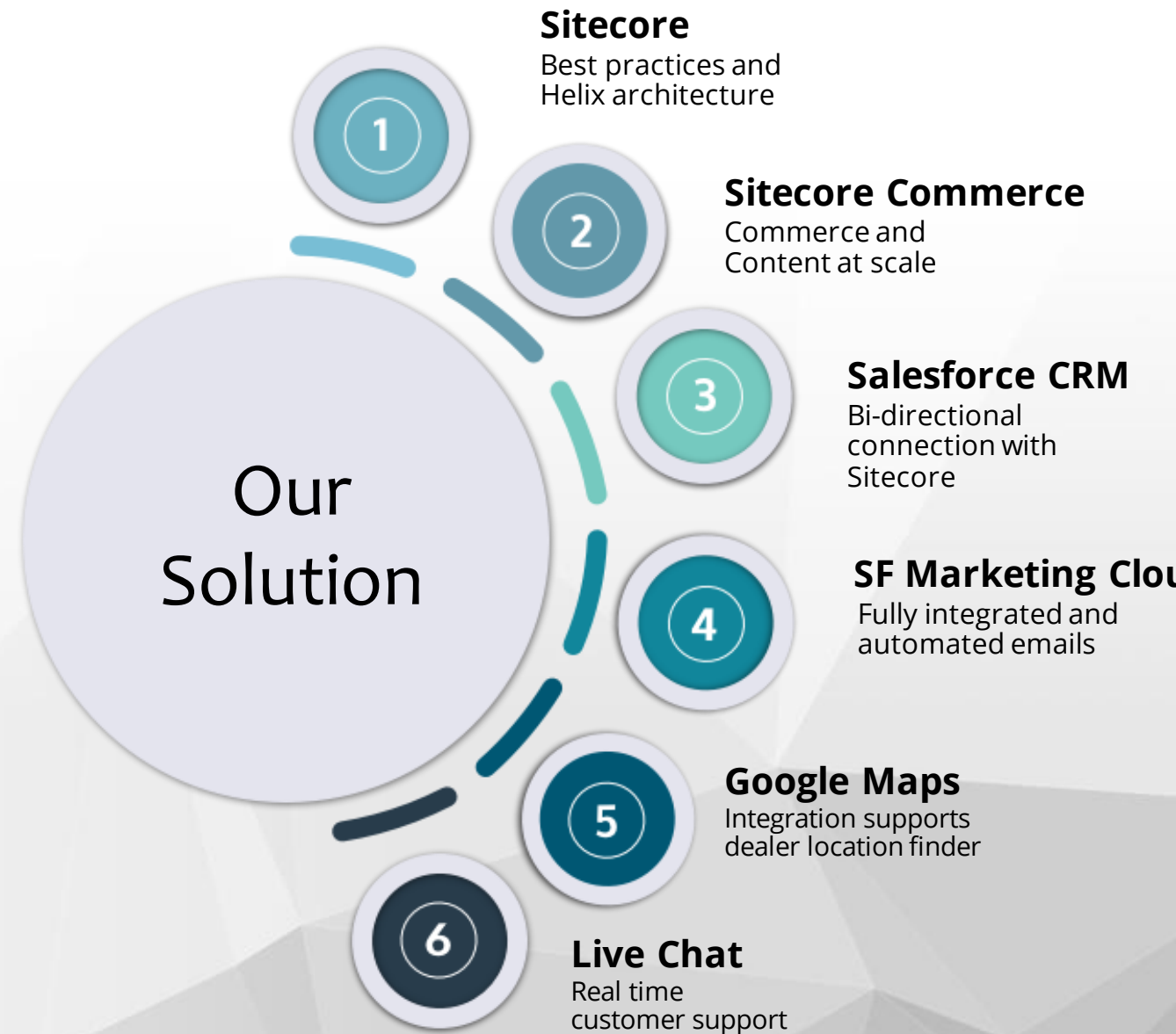
WillScot: Project highlights

✓ Delivered Sitecore and Sitecore Commerce best practices and Helix architecture

✓ Developed reusable components for both Sitecore and Sitecore Commerce to enable Content Authors to quickly develop pages

✓ Multi-site location for U.S., Canada and Hawaii. The Canada site has experiences in both English and Canadian French

✓ Recommended results enables users to "Find your space solution" more efficiently

✓ Trained content authors to enable them to efficiently use Sitecore

WillScot: Key integrations

✓ **Real time 360 degree view** of the customer with Sitecore – Salesforce connector

✓ Created **recommended smart products** so customers can quickly find the best smart space solution

✓ **Fully integrated and automated email capabilities** with Salesforce Marketing Cloud

✓ Live chat enables customers access to **real time support that is integrated with Salesforce CRM**

✓ **Roadmap for personalization** implementation using the industry leading Sitecore Digital Experience Platform

✓ Customers are able to **quickly find locations** near them with Google Maps integration

Our Solution

1

Sitecore
Best practices and Helix architecture

2

Sitecore Commerce
Commerce and Content at scale

3

Salesforce CRM
Bi-directional connection with Sitecore

4

SF Marketing Clou
Fully integrated and automated emails

5

Google Maps
Integration supports dealer location finder

6

Live Chat
Real time customer support

WillScot: Key outcomes

100%

INCREASE IN WEBSITE VISITS IN TWO MONTHS

145%

INCREASE IN ONLINE CUSTOMER ENGAGEMENT