

Schindler Group

# Emotionalizing an industry

## Schindler elevates customer experiences online and its global brand using Adobe Experience Manager and Adobe Analytics

**Schindler****Schindler Group**Ebikon, Switzerland  
[www.schindler.com](http://www.schindler.com)**Results**

- Improved customer satisfaction, click-through rates, and time spent on websites by enhancing online experiences
- Drove positive site survey results, with more than 60% of respondents indicating that they would recommend Schindler websites to colleagues
- Simplified and standardized content creation and publishing
- Optimized search engine rankings by facilitating more frequent content updates
- Aligned all websites with brand identity
- Supported over 60 websites in more than 25 languages worldwide

Founded in Switzerland in 1874, the Schindler Group is among the leading global providers of elevators, escalators, and related services. The company is represented in over 100 countries and moves more than one billion people every day on its products. Its innovative and environmentally friendly access- and transit-management systems make an important contribution to sustainable mobility in urban centers. In 2012, the Schindler Group generated sales of more than CHF 8.2 billion, including a multi-million-dollar contract with Santa Clara Stadium Authority in California to provide mobility systems for Levi's Stadium, a new football stadium for the San Francisco 49ers.

Behind the company's success are over 46,000 employees in more than 100 countries. Schindler's more than 60 localized websites are also critical to the business, informing existing and potential customers of relevant products and new advances in energy-efficient mobility systems.

"We lead the industry in the use of cutting-edge technology, and our websites have to reflect that," says Michael M. Schmidt, Head of Employee and Customer Communications at the Schindler Group. "Three years ago, we began a strategic initiative to totally renew our websites and shift our focus from being company-centric to providing a customer-centric web experience. In some markets, our drop-off rates were high—people weren't spending enough time on the websites, limiting the impact of our messages and the effectiveness of our sites."

### Searching for the gold standard in web content management

To enhance its websites and offer an industry-leading online customer experience to help build the global Schindler brand, the company evaluated several web content publishing and digital asset management solutions. Of critical importance was the ability to create and publish content for viewing on a variety of devices, including tablets and smartphones, and accommodate the many languages across regions where Schindler operates.

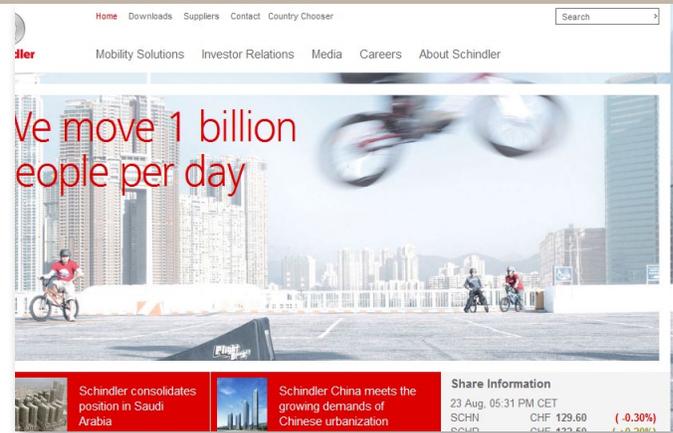
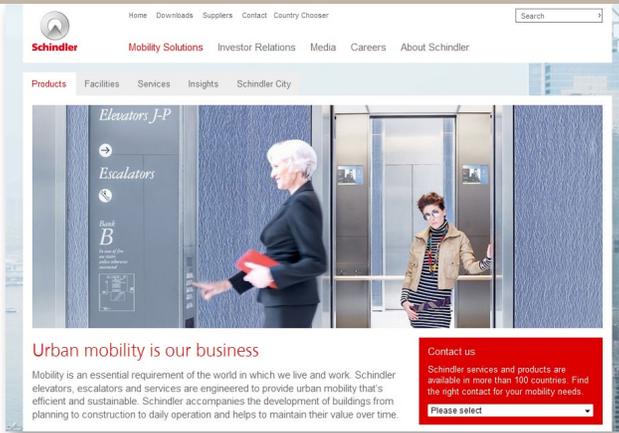
Schmidt and his team selected Adobe Experience Manager within Adobe Marketing Cloud, including web content management and digital asset management capabilities, to create, manage, and publish content across digital channels and devices. "For us, Adobe Experience Manager has turned out to be the gold standard in web content delivery and optimization," says Schmidt.

Using Adobe Experience Manager, Schindler is increasing customer engagement on its digital properties and continually refining content to increase its relevance to diverse audiences. "Adobe Experience Manager is a comprehensive tool," says Schmidt. "We can deliver the most relevant content to site visitors in our markets and cater to their needs. It has made the difference between just pushing information to customers and truly engaging them with richer content. As a result, we've seen increased acceptance and usage of our websites."

### Creating a compelling web experience

Schindler's content authors use the rich environment of Adobe Experience Manager to lay out content in an ideal structure and deliver interactive experiences to a global audience. Schindler can now maintain brand consistency across all of its digital properties—an important consideration for a company whose customers frequently undertake construction projects in multiple countries.

Schindler's global teams can easily repurpose and reuse branded content with the help of Adobe Experience Manager. Assets can be dragged and dropped into localized websites readily available to customers worldwide.



## Challenge

- Increase time customers and potential customers spend on websites
- Empower content authors in local markets to efficiently and regularly post relevant content
- Reinforce global brand with dynamic, rich online experiences

## Solution

- Leverage Adobe Experience Manager solution within Adobe Marketing Cloud to enable robust, flexible content management throughout the organization
- Use Adobe Experience Manager to create and publish content on corporate website and 60 localized, regional websites
- Use Adobe Analytics to better understand customer activities online

## Systems at a glance

Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions. Capabilities used include:

- Web content management
- Digital asset management
- Marketing reports and analytics

"With web content management capabilities in Adobe Experience Manager, we have been able to build out over 60 websites for different markets using only five templates to retain the look and feel of our brand worldwide," says Schmidt. "We can give customers the same quality experience no matter which of our websites they visit."

In some regions that Schindler serves, a single web editor is responsible for posting content to the local website, so the process needs to be simple, fast, and efficient. "Adobe Experience Manager is intuitive, so it was easy to train staff to get immediate benefits from the solution," says Schmidt. "It's a big improvement over each country organization having its own separate asset database. We can now help ensure a high-quality standard for digital assets companywide, and make it easy for our regional editors to post the most compelling content for their markets."

With the digital asset management capability in Adobe Experience Manager, editors in local markets can select from a centralized library of digital assets—such as images, PDF files, and videos—to enhance online experiences. Editors can easily repurpose and reuse content developed by their colleagues to save time and benefit from proven, best-practice examples. They can drag and drop assets into websites, easily incorporate new content and quickly translate and publish content into multiple languages.

One outcome of the more simplified, standardized approach to content posting, tagging, and editing has improved search engine optimization for Schindler's websites. "Making it easy for our managers around the world to create and refresh content has improved our Google rankings significantly," Schmidt notes.

## Engaging more customers with rich, dynamic content

Adobe Experience Manager enables Schindler to dynamically deliver rich content that increases visitor engagement. One example is Schindler City, a virtual, interactive city based on the footprint of Manhattan in New York City that incorporates high-profile buildings from all over the world using Schindler mobility solutions. Prior to implementing Adobe Experience Manager, Schindler City was a demonstration that was delivered offline to audiences on an individual basis. Now, because of the scalability and flexibility of Adobe Experience Manager, the Schindler City experience can be delivered online to an infinite audience. Schindler City includes a selection of the company's prominent reference buildings—including residential and office buildings, subways, airports, cruise ships, hospitals, and sports facilities—helping customers to understand the depth of Schindler's expertise and identify with its products.

"We've been able to create an emotional connection with many of our products, which could traditionally be viewed just as commodity products," says Schmidt. "Using Adobe Experience Manager as a delivery mechanism for Schindler City has become an integral part of our customer engagement approach, creating an experience that offers a digital bridge between Schindler and our customers."

Schindler uses Adobe Experience Manager to develop rich, digital content that highlights the company's work worldwide. The more dynamic online experiences support Schindler's position as an industry leader and innovator.



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Michael M. Schmidt,  
Head of Employee and Customer Communications,  
Schindler Group

While not yet part of Schindler City, Levi's Stadium, the new home of the San Francisco 49ers, is another example of Schindler's commitment to innovation. The stadium will feature energy-efficient Schindler products such as an elevator system that uses high-efficiency AC gearless machines to reduce energy usage and regenerates energy back into the building's electric system where it can be used to power the lighting, air conditioning, or other equipment. As another industry first, the Schindler Solar Elevator has recently been introduced to the market. This cutting-edge technology is well documented on Schindler's websites with Adobe Experience Manager to drive more sales.

Schindler is also using Adobe Analytics, including marketing reports and analytics capabilities, to measure traffic across its websites and inform new strategies to continually refine customers' digital experiences.

### **Responding faster to customer preferences and market changes**

After implementing Adobe solutions, the number of visitors who say they would recommend Schindler's website to friends or colleagues has risen to more than 60%, and 90% of site visitors say they find the websites visually appealing, a marked improvement over the old site.

"With Adobe Experience Manager, we have become much more efficient in how we create, manage, and publish content to our websites worldwide," says Schmidt. "We can adapt quickly and respond to changes in global markets. As a result, we've seen a huge improvement in click-through rates and average time spent on our sites."

**For more information**  
[www.adobe.com/solutions/  
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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