



## **Case Study – Wolseley plc**

Wolseley plc is the world's largest specialist trade distributor of plumbing and heating products to professional contractors and a leading supplier of building materials. Wolseley has around 74,000 employees operating in 27 countries. Wolseley is one of the UK's largest companies, with revenue of £16billion and is listed in the FTSE 100 index.

### **Wolseley's requirements**

Wolseley briefed GP Media in March 2006. The then current website, created by and maintained by an internal team, was underperforming and did not appeal to key stakeholders. The solution was slow to update with a cumbersome content management system and it did not meet best practice requirements for a FTSE 100 Company. At the point of brief the site was ranked 79/100 by a 3<sup>rd</sup> party metrics agency.

### **The Solution**

Working together with an external design company, Simplethinking, we arranged a ground up rebuild starting with a thorough requirements gathering phase to establish the key business requirements and audience groups for the website.

With the results from the requirements gathering we presented these to the business and created user focused solution that included key user groups such as the 77,000 Wolseley employees, media, customers and supply chain.

We then delivered a creative execution and full technical build implementing an enterprise level CMS and metrics package. A robust technical architecture was specified and procured for Wolseley, moving the responsibility away from an overstretched internal IT team.

Throughout the project we overcame challenges such as limited resource within Wolseley and disparate key stakeholders throughout the business, both nationally and internationally, by adhering to proven robust project management procedures and a close working relationship that guided Wolseley through the process.

### **Results**

The site was launched in on August 1, 2006 , the same day the current Chief Executive of Wolseley, Chip Hornsby, took over the company. The new site has enjoyed success and significant ROI with the 3<sup>rd</sup> party metrics company rating the site 17/100 a gain of 62 places.

1. 679% Increase in visits from Jan 2006 to Jan 2008
2. Top 20 FTSE Site
3. Since the relaunch the site has never failed and has enjoyed 100% uptime
4. The site is 100% managed by GP Media, acting on behalf of the corporate communications team within Wolseley
5. Average visit length is now up from under 30 seconds to over 10 minutes. More than two years on, the site is still performing with an 18% increase in visits in the 6 months from Aug 2007 to Jan 2008.