

# Fujitsu General Australia Enhances Brand Identity and Optimizes Mobile Experience with Progress Sitemfinity

AT A GLANCE



Since implementing Sitemfinity, Fujitsu General, a leading supplier of air conditioning products in Australia and New Zealand, has seen customer engagement increase through session duration, along with improvements in page speed, rankings and bounce speeds. Customers also enjoy an optimized mobile experience.

**COMPANY**

Fujitsu General Australia

**INDUSTRY**

Manufacturing

**PRODUCT**

Progress Sitemfinity

**COUNTRY**

Australia & New Zealand

## Challenge

With a website built with a hard-coded backend that made it difficult to update and personalize, a dated frontend that did not reflect the brand’s leadership position and a frustrating mobile experience, Fujitsu General’s website needed an overhaul—and fast.

“We wanted to focus on the customer journey, with a clear path to discovery and call to action to drive conversion and ultimately sales.”

Zdenka Micallef

Head of Marketing and Communications, Fujitsu ANZ

## Solution



Created Fujitsu Assist, our product selector tool, to help guide customers through their purchase journey



Developed a new lead management process to assist customers in obtaining a quote for their home from a Fujitsu Authorized Partner



Optimized the mobile experience to exceed customer expectations in a mobile-first world

## Results



Site speed rankings with competitors up nearly 50% resulting in a superior user experience



With decreased page load times and increased session times, Fujitsu expects to deliver more than \$800,000 AUD revenue increase annually



Content and depth of site quadrupled while still delivering better speed rankings



Learn how to impact revenue by optimizing the entire customer experience with Progress Sitemfinity

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