

Content management and e-commerce: a 2-in-1 interactive website for farmers

Thanks to personalized content and a user-friendly e-commerce space, Terres Inovia is modernizing its image and shifting its focus to end users.

Summary

Terres Inovia is a French research institute working as the interface between researchers, various economic actors, and producers. In 2017, it chose Liferay for the total redesign of its public website and customer portal to adapt to the new needs of farmers. The institute was also looking to add e-commerce features to promote its products and services.

terresinovia.fr

In Brief

BUSINESS SECTOR :

Agriculture, Agronomy

COUNTRY :

France

USE CASE :

Website, customer portal, e-commerce space

KEY FEATURES :

Content management, role and permission management, responsive design, catalog browsing, shopping cart

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Thanks to Liferay's profile management capacities, our members enjoy personalized content and can access specific information on their crops in real time. Moreover, the e-commerce space enables us to showcase our products and services.

Claire Mandard, Editorial Project Manager, Terres Inovia

Challenges

- Adapt to farmers' new uses by offering a clearer, more intuitive and more responsive website
- Provide personalized content and advice in real time based on the user profile
- Promote products and services through an e-commerce space

Results



STREAMLINED NAVIGATION
Simplified access to online news and services



PERSONALIZED CONTENT
In real time and according to user profile



E-COMMERCE SPACE
Online catalog browsing and purchasing of products and services



INCREASED WEB TRAFFIC
2x the amount of page views within one year

Putting the User First

As an applied research institute, Terres Inovia communicates and works regularly with farmers, technicians and scientists to improve the competitiveness of oilseeds, protein crops, and hemp in France. After struggling with an existing site that did not allow for open communication with stakeholders, Terres Inovia was looking to make their digital solutions closer to the real needs of farmers (personalized content, decision-making tools, real-time crop monitoring, etc.).

In addition to the lack of efficient communication channels, the old site was unable to gather data on users, had challenges updating content, and contained pages overloaded with information. So the institute wanted to redesign its website to focus on the experience of its end users by providing them with personalized content and advice in real time regarding the monitoring of their crops as well as the work undertaken by the institute.

Due to its rich features, flexibility, and precise role management capacities, Liferay DXP was chosen to support Terres Inovia's customer experience initiatives. Moreover, Liferay Commerce offered the features necessary to create a user-friendly shopping experience. Its native integration with Liferay DXP provided a unified content management and e-commerce solution for a seamless digital experience and fast time-to-market.

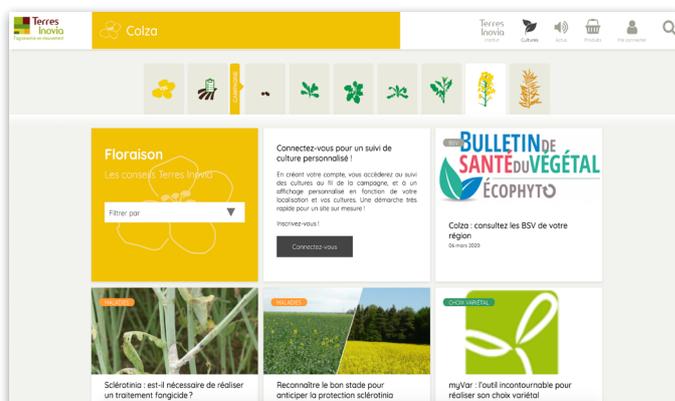
Building a Solution Together

Using a Lean Startup approach, Terres Inovia carried out this redesign project in collaboration with 15 farmers. From the identification of needs to the definition of the scope by way of the test, correction, and adjustment phases, each step of the project was validated with future users. This strengthened customer relations and ensured consistency between user expectations and the finalized version of the new site.

Delivering Personalized Content

The new homepage now offers direct access to information. The institutional section is more comprehensive and makes it easier to learn about the institute, its news, and work. Streamlined navigation undoubtedly contributed to improving the site's bounce rate, which was cut in half within just one year.

Thanks to the "My account" space, farmers now have a dashboard showing personalized content, specific to their crop type, updated in real time based on the stage of cultivation and the farmer's location. All this is featured on a graphically modern site that can be accessed via a mobile phone or tablet.



With 8,000 connected users, more than 256,000 visitors, and 2,000,000 page views over a one-year period (versus 1,037,000 last year), the new site has shown clear growth in terms of traffic. The institute has also seen an increase in customer contacts, leading to more requests for quotes.

A User-Friendly Shopping Experience

Thanks to Liferay Commerce, Terres Inovia has been able to easily develop a catalog of its products and services. A filter system lets users sort them by type of tool, publication, training course, or service. Furthermore, a Mercanet payment module was added to facilitate online transactions. This will support the institute's strategy aiming to modernize its image and increase its income.

For more information, contact sales@liferay.com.