

## wagamama

### Case Study



## Sessions up by 5% on the wagamama Sitecore website

wagamama realised that customer behaviour has moved on. Because mobile and tablet account for 80% of all visits wagamama's new website needed to reflect changing browsing trends. The core objectives of this Sitecore project were to replicate the in-restaurant experience online by highlighting the food and to reduce session length.

### PARALLAX AND CINEMAGRAPH

wagamama's website presents its eye-catching and tantalising food in an impressive and immersive responsive parallax display, creating the illusion of (3D) depth and perspective. Immersive "Cinemagraph" moving imagery takes the presentation of hero images to another level.

Intuitive animations, dynamic menu filtering and touch controlled mobile side navigation are also present as visitors navigate through the website. These features add to the user experience and go a long way in improving site aesthetics,

usability and engagement.

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## IMPROVED EDITING

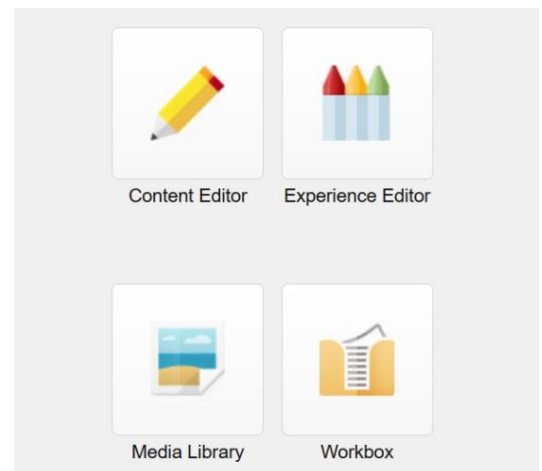
From a user's perspective, wagamama's re-booted Sitecore website delivers a much improved and a much faster environment for content editors, alleviating the previous frustrations of editing content in a slow environment.

To get wagamama's content team familiar with their website's structure, and most importantly, for them to become confident in creating content, we provided training and documentation.

## GLOBAL REACH AND CONNECTIVITY

This is a truly international website. Sitecore's language versioning has allowed wagamama's website to be set up in 18 languages. Each language has its own Sitecore node and associated content tree, accessible by country specific content editors.

The restaurant booking system is integrated with wagamama's international sites so visitors can book a table from anywhere in the world, in real time. Upon booking and confirmation, visitors receive informative triggered emails with booking details. Customer feedback is through an integrated system for quick and easy follow-up if necessary.



## What was achieved:

- ✓ 5% increased in new sessions
- ✓ Speed of site navigation has increased
- ✓ Average time on site down from 3mins to 2.5 minutes
- ✓ 10% increase in site visits

### ABOUT WAGAMAMA

In Japanese, wagamama means 'naughty child', or 'one who is wilful and determined'. wagamama's first restaurant was opened in 1992 in London's Bloomsbury. Today, wagamama has 150+ restaurants all over the world.

### ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.