



KVH is a global leader in mobile connectivity and inertial navigation systems, enabling people on sea, land, and air to stay connected, remain on course, and have the knowledge needed to gain a competitive edge, all with a dedication to the most elegant solutions and total dependability.

33%
Page Sessions Increase

57%
Goal Completions Increased

76%
Bounce Rate Improved By

113%
Avg. Session Duration Increased

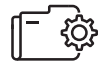


Communications Industry

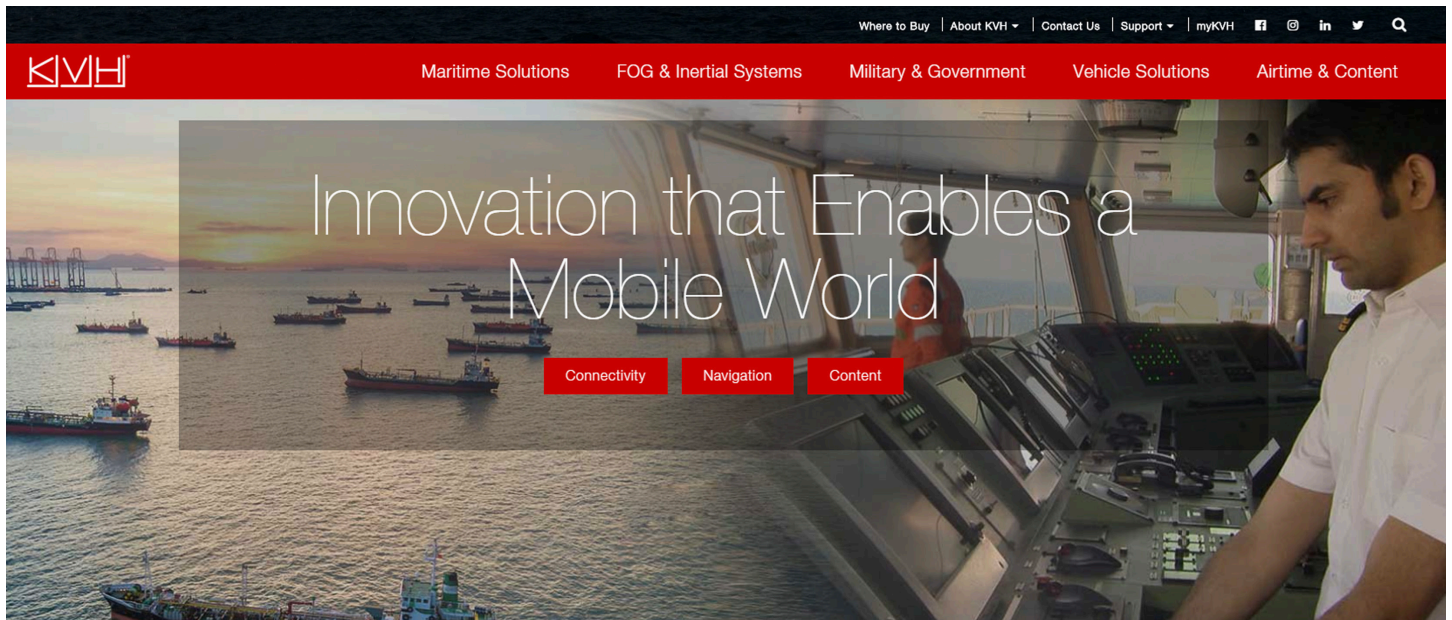
KVH approached Wakefly seeking a partner to perform a complete overhaul of their very outdated website using Sitecore for the Content Management System. Not only was the website in need of a technical upgrade, but the visual representation of the brand also needed a refresh. Wakefly engaged in a multi-year project, beginning with persona development and corresponding wireframes and sitemap, all the way through to design and development execution.



Launch date of July 2019



Built on Sitecore v9



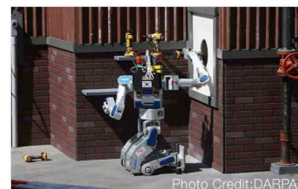
Introducing KVH Elite Unlimited VSAT Streaming Service

Dedicated bandwidth for regional HD-quality streaming for yachts and charters. Coming to the Caribbean November...



KVH Unveils TracVision UHD7

KVH TracVision® UHD7 features DIRECTV® ultra high-definition 4K TV entertainment at sea plus built-in support for DIRECTV Network® and D-Link...



KVH Discusses Sensors at RoboInsights 2019

Gyroscopes and inertial systems are essential for precise navigation, guidance, and stabilization of autonomous...

Goals

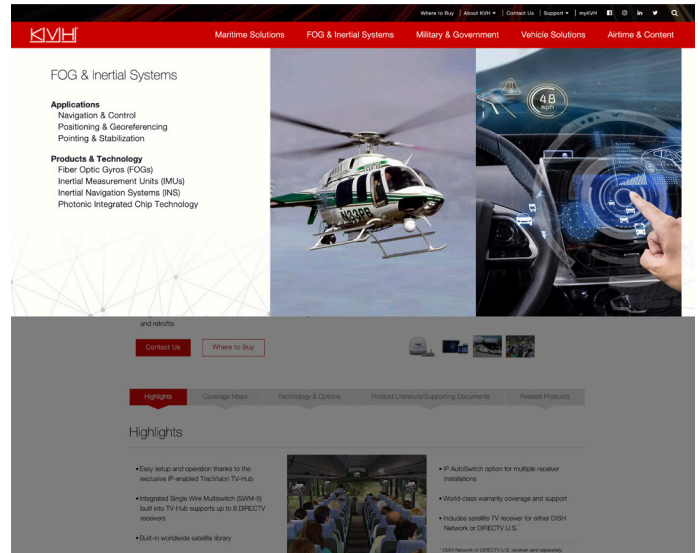
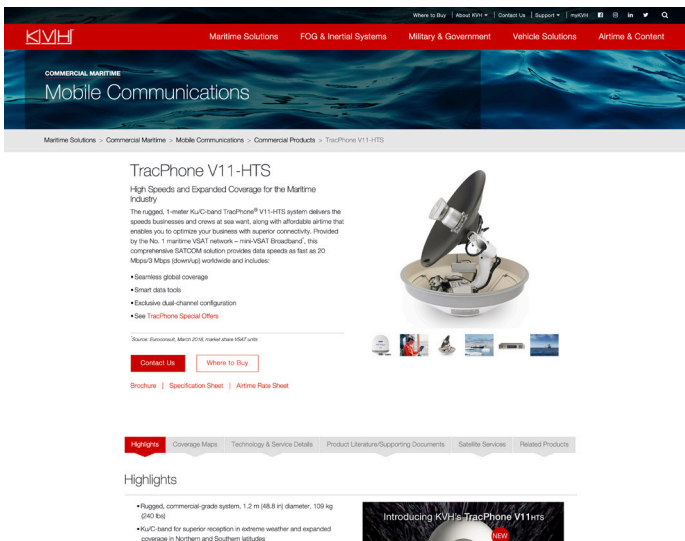
KVH Inc. redesigned their Sitecore website with the goal of greatly improving the branding, user's experience and overall functionality. The KVH team challenged Wakefly to develop a visual design that portrayed KVH's innovative, technology-forward brand on the website. This new implementation now allows KVH to expand their market reach, and by taking a component approach, gives content editors a flexible management experience.

The KVH team wanted to ensure that not only the front-end user experience of the website was polished and refined for their target audiences, but that the marketing team had the power and flexibility to build new pages as needed without much or any assistance from a technical resource. The main goals of the website redesign project were to:

- Educate the varying target audiences of KVH's services offerings
- Improve content and organic rankings to drive increased conversions
- Improve the content management experience by integrating with KVH's back-end platforms
- Differentiate KVH from key competitors

Challenge & Solution

- Defining the user experience for the varying target marketing, especially with the varying offerings from services to products
- Providing a very flexible per-page editing experience where needed
- Developing the integration with the Client's ERP for product information



Results

Improved Statistics:

- Users Increased 33%
- New Users Increased 34%
- Sessions increased 33%
- Page views increased 27%
- Avg. Session Duration increased 113%
- Bounce Rated improved by 76%
- Direct Traffic Increased 23%
- Organic Traffic Increased 21%
- Referral Traffic Increased 304%
- Goal Completions Increased 57%
- Goal Conversion Rate Increased 18%

Wakefly

Wakefly is a SiteCore Certified Solutions Partner. Thousands of public and private organizations use Sitecore. As a leading content management system (CMS) solution for corporations, governments, associations and institutions of higher learning, Sitecore provides a robust solution that delivers rich, immersive, fully functional web experiences for the most demanding of situations.

With such an intuitive content management solution and strong user backing, the Sitecore CMS is a great resolution for your website maintenance needs. Discover how Wakefly's partnership can help you meet your business and web objectives.