

# Case Study

## BEJOT

[www.bejot.eu](http://www.bejot.eu)



### Industry

Interior, Design

### Partner

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## Background

Starting as a small joiner's shop, Bejot has, in the last 20 years, become a dynamically growing manufacturer of office chairs and armchairs. The company is customer friendly, socially responsible, and environmentally friendly.

## Goals

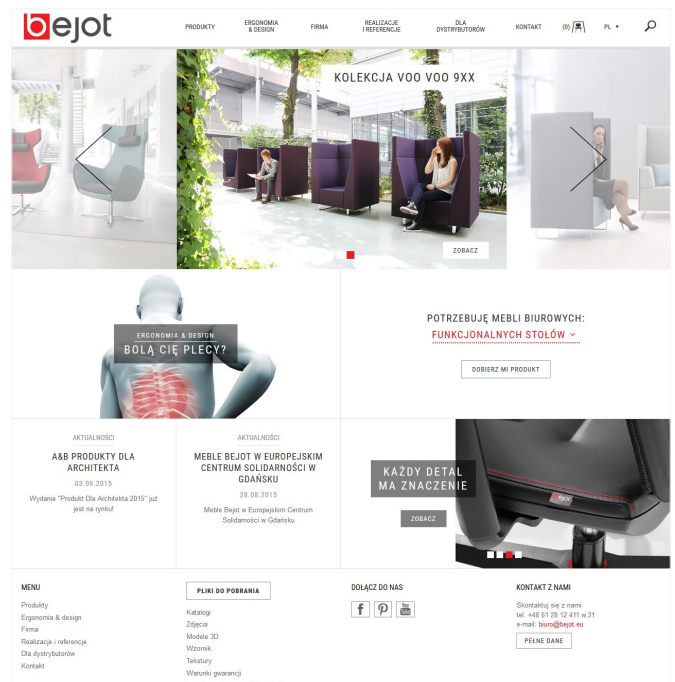
- Create a B2B corporate website for producers of office furniture famous for ergonomics and modern design
- Achieve high efficiency of the responsive web design features (for sales representatives/business partners using mobile devices)

## Challenges

- Implement responsive web design features on a website with a great number of products (and images within each of them)
- Make content accessible for users using different membership types (architect or partner)
- Three language versions

## Solution

- The website has been prepared according to a Responsive Web Design approach
- The website is a huge catalog of products with lots of information within each of them (gallery, images, files to download)
- Users have access to files after logging in – different files for two groups of users (architect or partner)
- Predictes created a module to manage files after uploading through Kentico (automatic zipping and displaying for specific groups of users within their customer panel)
- Special kind of wish list – enables users to keep chosen products on a shortlist and potentially share it with other people by generating a unique link to the shortlist



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## Results

- Optimized responsive website working well on mobile devices (tablet and smartphone)
- Clearly presented assortment – two related filters (category, collection) and materials accessible to sales representatives and distributors
- Optimized system to manage files available for customers to download (advanced system of automatic zipping)
- User-friendly customer panel
- The number of visits increased by 66%
- Increase in ranking in Google search results – by over a dozen on average (depending on keyword)

## Key criteria for selecting Kentico

- Predictes has been a Kentico partner for many years, so the choice was obvious. Kentico has the best value-to-price ratio on the market ratio and overcomes the disadvantages of open source or dedicated solutions.
- The previous website was also running on Kentico – they were pleased with content management possibilities and decided to use a newer Kentico version

