

case study: peachtree residential



{easy to use content management system creates cost savings}

www.peachtreeresidential.com

overview

n. {a general summary of a subject}

Since 1988, Peachtree Residential Properties has been making a name for itself among upscale and luxury home buyers in North Carolina and Georgia. The "Builder Who Listens" is known for its quality craftsmanship, open and sophisticated floor plans, and extremely high rates of customer satisfaction. But the builder who listens was having a **hard time finding an IT partner** that could make the same claim. Prospective customers wanted a Web site - a convenient place to view home designs, floor plans, community descriptions, and other customized information. In response, Peachtree Residential hired a Web design firm. For a substantial fee, the company's new web site was launched. But the firm went out of business soon after, and another company took over its accounts.

challenges

n. {a demanding or stimulating situation}

"Working with the new company proved that it was never a productive relationship, and Peachtree Residential came to me over a year ago to talk about making a change," said Dan Kehoe, President of Zertia. "They wanted the ability to **upgrade the site more easily**, include more information, and make it easier for customers to navigate," Kehoe said. "They weren't happy with the service they were receiving, or the amount of money they were spending to get it." The Zertia team's first step was to take a critical look at what was already in place. "There were several administrative tools built into what they had, but no one had informed them," Kehoe observed. "Peachtree Residential was paying an IT firm to do things they had the capability to handle themselves - they just didn't know it." The second step involved **fixing what was broken**. "Functionality was inadequate in several areas, and maintenance had been lax for some of the less-accessed features of the system."



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solution

n. {a particular instance or method of solving}

Once everything was working properly, the focus moved to **redesigning the public Web site** according to Peachtree Residential's specifications. "We updated the look and feel of the site, and improved the usability," said Kehoe. Peachtree Residential now has the capability to add, modify, or delete content, floor plans, or entire communities on its Web site. Kehoe also provided a template for an HTML newsletter that the staff can easily update and distribute. Because these **tasks can be handled internally**, Peachtree Residential is realizing a big cost savings.

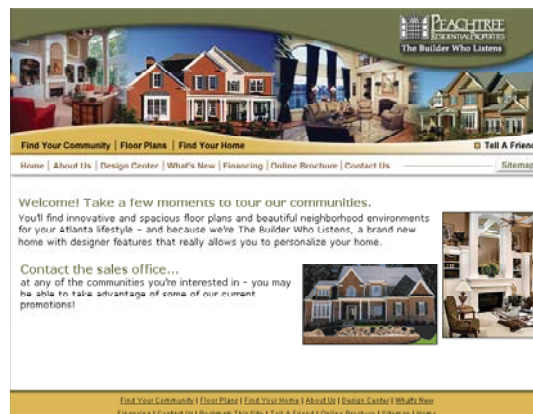
"We worked with Peachtree Residential's internal staff to be sure we incorporated the features and functions they needed. The result was a much improved marketing tool for the company, and they've been thrilled."

Dan Kehoe, President of Zertia

results

n. {a desirable or beneficial outcome}

"One group wrote the system, another modified it, and we came in for the clean-up phase," Kehoe said. "For Zertia, the project ran the gamut from consulting and analysis to graphic design, database development, and web development. We also provided training and project management. Now, we're part of an **ongoing partnership** so that Peachtree Residential can **effectively plan for expansions** to their system and execute them efficiently."



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