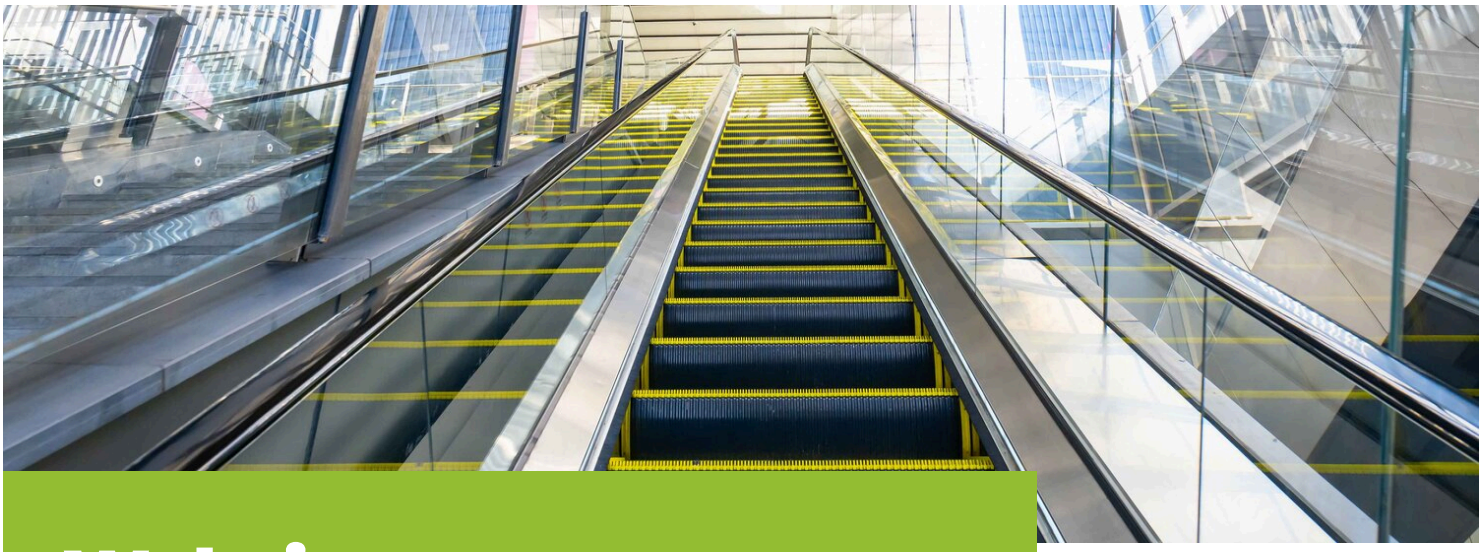


Website modernization and further development at TK Elevator

Client:
TK Elevator

Date:
October 13, 2021

Categories:
Solutions , Services

Tags:
#Industrie
#FirstSpirit
#Development
#Redaktionssupport
#B2B

asioso supports TK Elevator in the modernization and further development of their website. Due to the close, professional and cooperative collaboration, asioso together with TK Elevator succeeded in quickly developing joint solutions and suggestions for improvement in order to further enhance the website.

Challenge

Until now, TK Elevator was working with an evolved CMS that did not allow the company any flexibility, and improvements were very difficult to implement. They were also unable to take full advantage of the opportunities to showcase their products on the website. The contact forms, which are important for lead generation, did not allow for customization. Thus, the need for agile structures and stable technical foundations arose in order to create higher usability as well as a faster time to market. The functionality of the existing modules also needed to be improved to create more flexibility.

Solution

With the optimization of the existing **CMS FirstSpirit**, improvements can now be made more quickly. Designed for more efficient editorial processes and faster time-to-market. By replacing the old code, the CMS has now been significantly modernized. It is also now easier and faster to customize the designs and look of the website. As part of this, a rebranding took place in 2021, and TK Elevator got a new logo and brand. TKE also needed to be represented on the website as quickly as possible. The **frontend** was replaced, and everything in the background (the CMS and all functions and components) remained the same. All country websites and also the global website were adapted to the new branding within a short time.

Product pages were improved according to the latest **UX criteria**. Contact forms can now be designed completely flexibly and meet the requirements of lead generation. And finally, the new news module allows stories to be played out globally and locally, supporting TK Elevator's content-sharing concept on the one hand and improving SEO ranking on the other.

"Thanks to asioso, we were able to greatly improve the appearance and functionality of our websites in a short space of time. The adjustments 'under the hood' also resulted in a more stable environment. And in our day-to-day business, asioso's high-performance service desk helps us to solve problems and implement improvements." - **Michel Barthe, Manager Digital Communications at TK Elevator**

Benefits

- Flexible structure of the website
- Settings can be changed and adjusted quickly
- More functions and possibilities for the developers for the appearance of the website
- Faster publishing of content as well as adjustments in the backend
- Faster fixing of bugs
- Optimized and more appealing presentation of products
- Increased usability for website visitors through product-optimized page elements
- Editors have more flexibility in content creation and have better templates at their disposal.
- It is now much easier to optimize at the development level

About TK Elevator (formerly thyssenkrupp Elevator)

With customers in over 100 countries served by more than 50,000 employees, TK Elevator achieved sales of around €8.0 billion in fiscal year 2019/2020. Over 1,000 locations around the globe form a tight-knit sales and service network, ensuring optimum proximity to customers. TK Elevator has established itself in recent decades as one of the world's leading elevator companies and has been independent since its sale by thyssenkrupp AG in August 2020.

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