



# About your websites and how to make them more commercial

by **Marc Ribas**

[marc@multiplica.com](mailto:marc@multiplica.com)

---

BCN

MAD

SCL

BUE

BOG

MDE

LIM

MEX

MIA

SFO

SAN

# List of contents

Our industry, should it be more digital?

In the digital arena, what's going on?

What's next on digital?

Strengths and weaknesses of IPHA members and associates websites

Some tips to turn our websites in our best business card

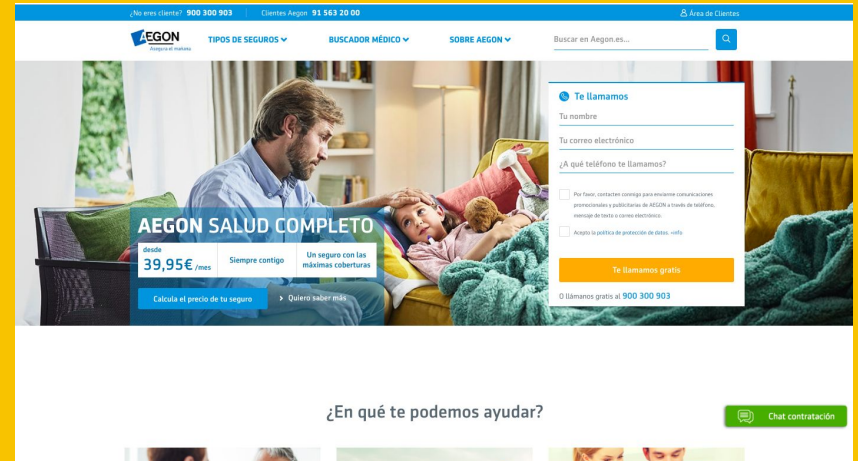
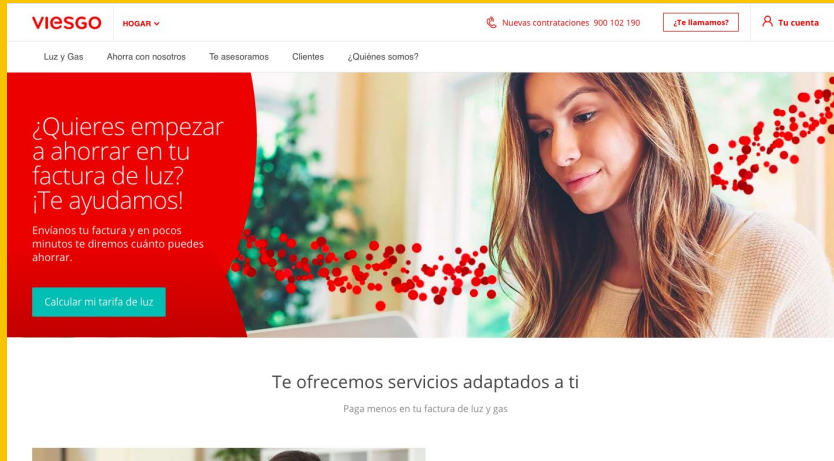
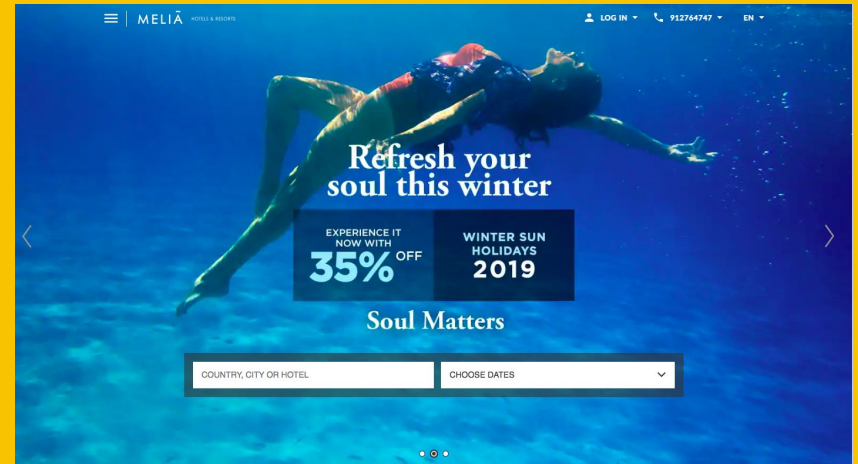
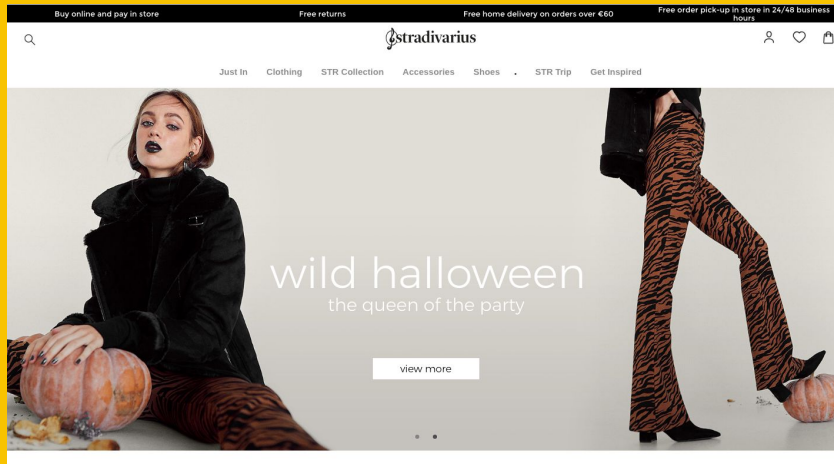
# About Multiplica

**We design digital products and solutions (websites) to impact the companies' P&L.**

**We help companies to be more efficient with agile methodologies.**

**We help companies to find digital talent.**

# About Multiplica







## + **Marc Ribas**

### **Business Development, Consultant and Speaker**

- + Multiplica Partner
- + 10 years experience on digital industry
- + but...the first time I heard about hollow-core was 2 months ago

[Linkedin Profile](#)

# **What's my mission here?**

**To inspire each of you to make your company's website more commercial (more useful for your potential customers and your clients).**

**If you pick-up just 3 things to improve your website, my mission will be accomplished :)**

**Let's go!**

**Our industry, should it  
be more digital?**

Our industry is  
brick & mortar

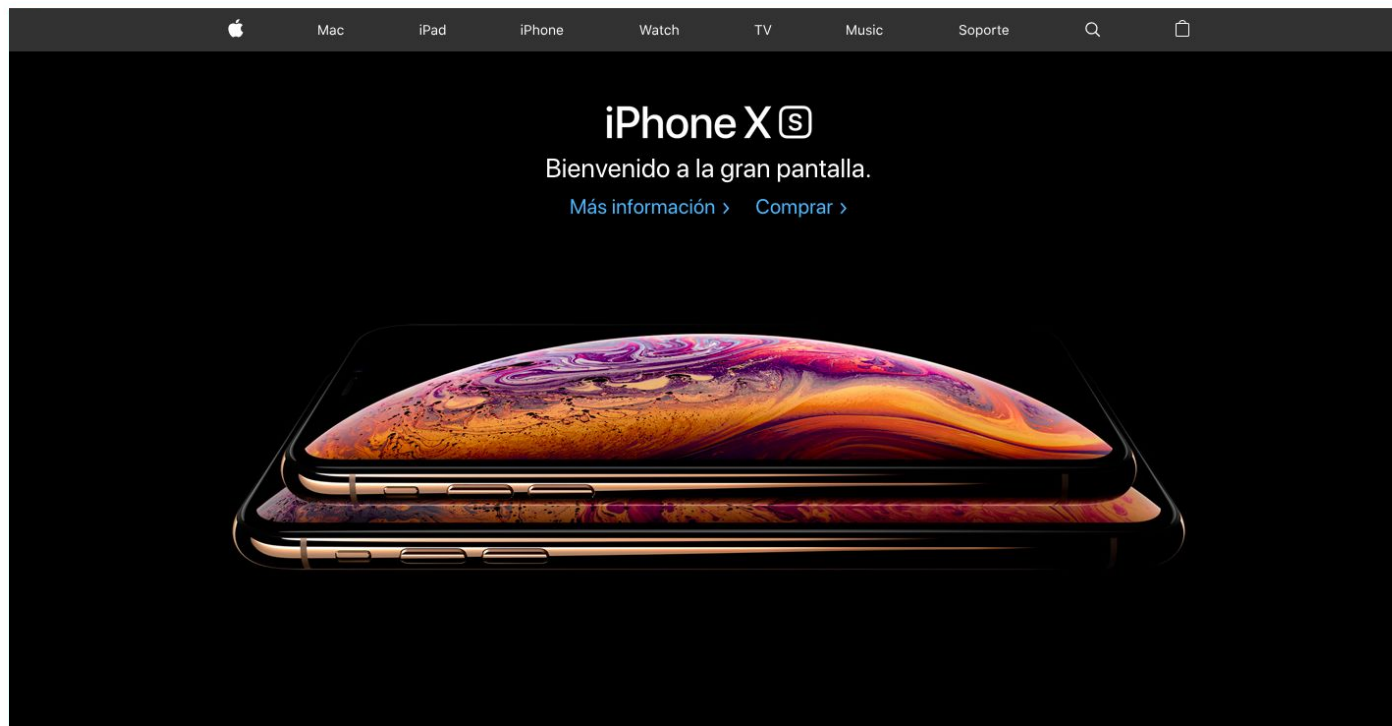


Our industry is  
about people and confidence

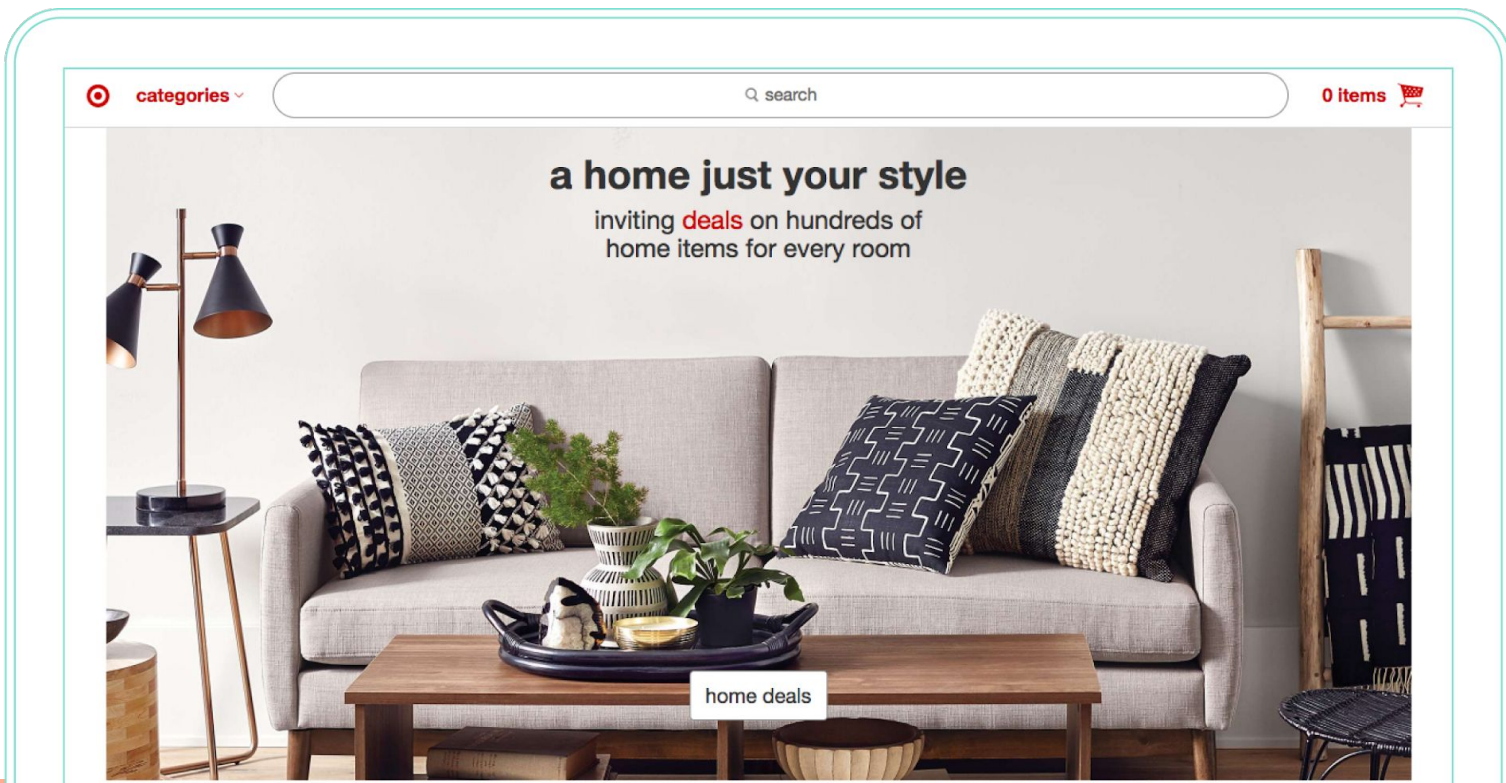




We do not have the  
sexiest product



nor the easiest to be sold  
without (human) consultancy



Our customers are not even ready to buy hollow-core online



# Our competitors are not doing so well on digital

The screenshot shows the website for Formac S.A., a company specializing in precast concrete and steel reinforcement. The main navigation menu includes: INICIO, EMPRESA, CATALOGO, PROYECTOS, DOCUMENTACION, LOCALIZACION, and CONTACTO. The featured product is 'PLACA ALVEOLAR' (Alveolar Plate). The text describes the product as a concrete slab system for formwork, highlighting its ease of use and wide range of dimensions. A 'DESCARGA' (Download) button is present, with sub-options for 'AUTORIZACIÓN DE USO' (Usage Authorization) and 'MARCADO CE' (CE Marking). An image shows three stacked concrete slabs. At the bottom, a table lists available cantos (thicknesses) for the plates.

## Formac, S.A.

PREFABRICADOS DE HORMIGÓN - FERRALLA

- INICIO
- EMPRESA
- CATALOGO
- PROYECTOS
- DOCUMENTACION
- LOCALIZACION
- CONTACTO

### PLACA ALVEOLAR

FORMAC, en su deseo de dar respuesta a las demandas del mercado de un sistema de forjado de hormigón de sencilla y rápida ejecución, elabora PLACAS ALVEOLARES con posibilidades de apoyo sobre vigas de hormigón, metálicas o muros de carga tanto de ladrillo como de hormigón. Estas placas se fabrican en anchos estándar de 60 y 120cm, con cantos de 15, 20, 25, 30, 32, 40 y 50 cm , lo que permite abarcar un amplio espectro de luces y cargas que resultaran impracticables con el forjado unidireccional tradicional. Las placas alveolares fabricadas por FORMAC, S.A disponen de MARCADO CE para productos de construcción, requisito obligatorio para poder comercializarlas tanto a nivel nacional como a cualquier país de la UE desde el 1 de Marzo de 2008.

DESCARGA

- AUTORIZACIÓN DE USO
- MARCADO CE

FP	CANTOS DISPONIBLES							
CANTO DE LA PLACA	A	15	20	25	30	32	40	50
		↕	↕	↕	↕	↕	↕	↕

And if Amazon is not selling  
hollow core...  
there's no digital business!

The screenshot shows the Amazon.es search results for the term "hollowcore". The search bar at the top contains "hollowcore" and a search icon. The page header includes the Amazon Prime logo, navigation links like "Enviar a MARC Premia De... 08330", and account information for "Hola Marc". The search results are sorted by "Destacados" and show 1-16 of 112 results. The first result is a music album titled "Hollowcore" by Downshift, released on 22 April 2008. It is available for streaming on Amazon Music Unlimited and for purchase as an MP3 for EUR 0,99. The second result is a Kindle book titled "Focus On: 40 Most Popular Concrete: Rebar, Concrete Slab, Efflorescence, Spall, Screed, Concrete Plant, Concrete Cover, Pavement (architecture), Hollow-core ... Concrete, etc. (English Edition)" by Wikipedia contributors, published on 2 May 2018. It is available for purchase for EUR 0,49. The left sidebar contains filters for categories like "Libros en idiomas extranjeros", "Deportes y aire libre", and "Amazon Prime".





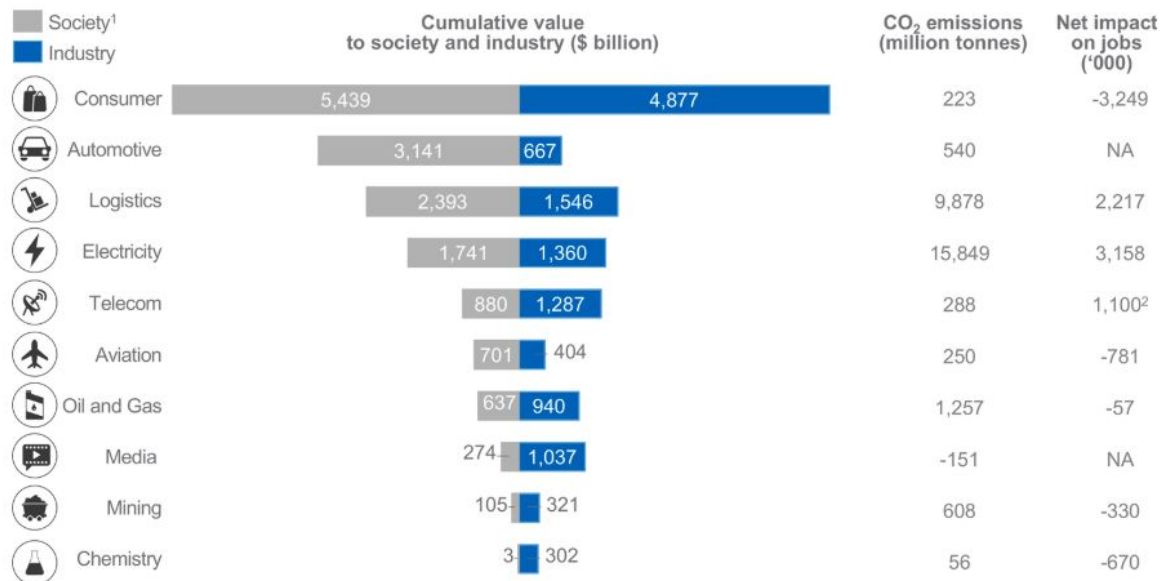
So, why do our  
companies  
have to invest  
on digital?

Some who did not  
disappeared



# The impact of digital is growing

The 'combined value' to industry and wider society of digital initiatives across ten industries (cumulative, 2016-2025).



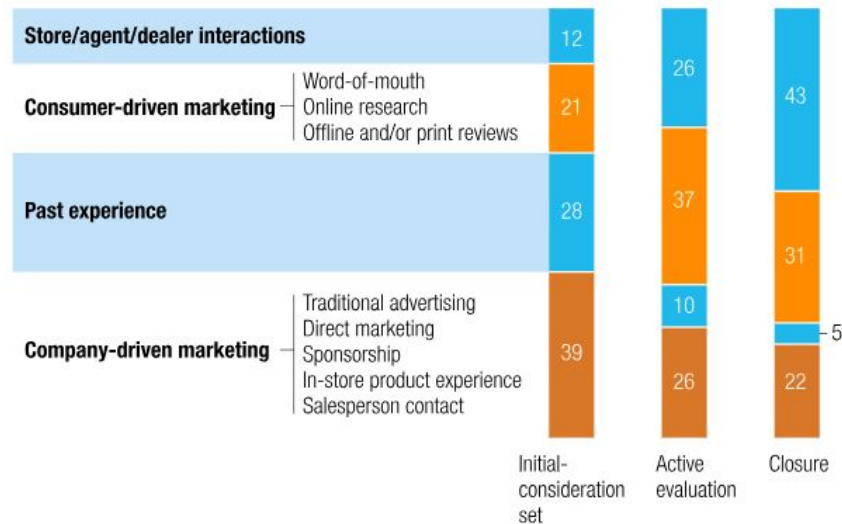
Note: <sup>1</sup> Total societal value at stake includes impact on the customers, society and environment. Impact on external industries has not been considered.

<sup>2</sup>Excludes Extending Connectivity digital initiative.

Source: World Economic Forum / Accenture analysis

# The digital plays an increasing key role in the customer decision journey

Most-influential touch points by stage of consumer decision journey, for competitors and new customers, % of effectiveness<sup>1</sup>



<sup>1</sup>Based on research conducted on German, Japanese, and US consumers in following sectors: for initial consideration—autos, auto insurance, telecom handsets and carriers; for active evaluation—auto insurance, telecom handsets; for closure—autos, auto insurance, skin care, and TVs; figures may not sum to 100%, because of rounding.

Source: McKinsey  
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>

# In a price driven industry, CX and UX may help to differentiate

The image shows a screenshot of the BBVA website homepage. The top navigation bar is dark blue with the BBVA logo on the left and links for 'Ayuda Urgente', 'Tarifas', 'Oficinas y cajeros', 'Asistencia', 'Idiomas', 'Hazte cliente', and 'Entrar' on the right. Below this is a secondary navigation bar with categories: 'PARTICULARES', 'BANCA PERSONAL', 'BANCA PRIVADA', 'AUTÓNOMOS', 'EMPRESAS', and 'INSTITUCIONES'. A third navigation bar contains icons for 'Home', 'Cuentas y Tarjetas', 'Hipotecas y Préstamos', 'Ahorro e Inversión', and 'Seguros', along with a search icon. The main content area features a large banner with a background image of a man looking out a window while holding a smartphone. Overlaid on this banner is a dark blue box containing a circular award logo for 'MEJOR APP MUNDIAL DE BANCA 2017-2018' by FORRESTER, the headline 'Mejor app mundial', and a paragraph stating: 'BBVA ofrece los mejores servicios de banca móvil a nivel mundial, según el último estudio "Global Mobile Banking Benchmark"'. A 'Más información' button is located at the bottom of the award box.

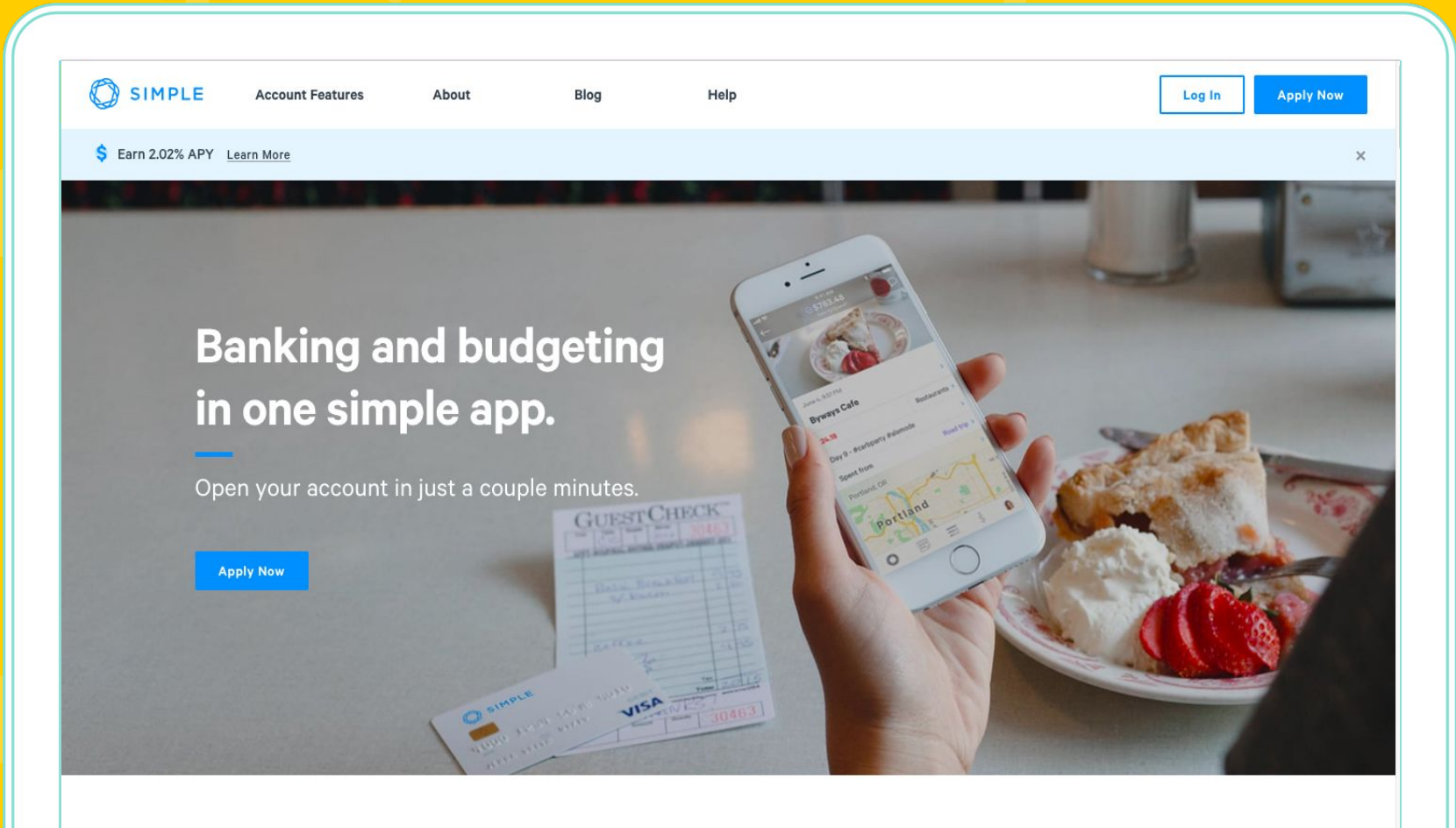


And are we ready for when  
millennials (digital born)  
become the  
decision makers?

**In the digital arena,  
what's going on?**

There are 7 main trends on digital arena are shaping the relationship between companies and their audience. Let's see!





1

## Simplicity is the new standard

Helping users to focus on the message and main actions

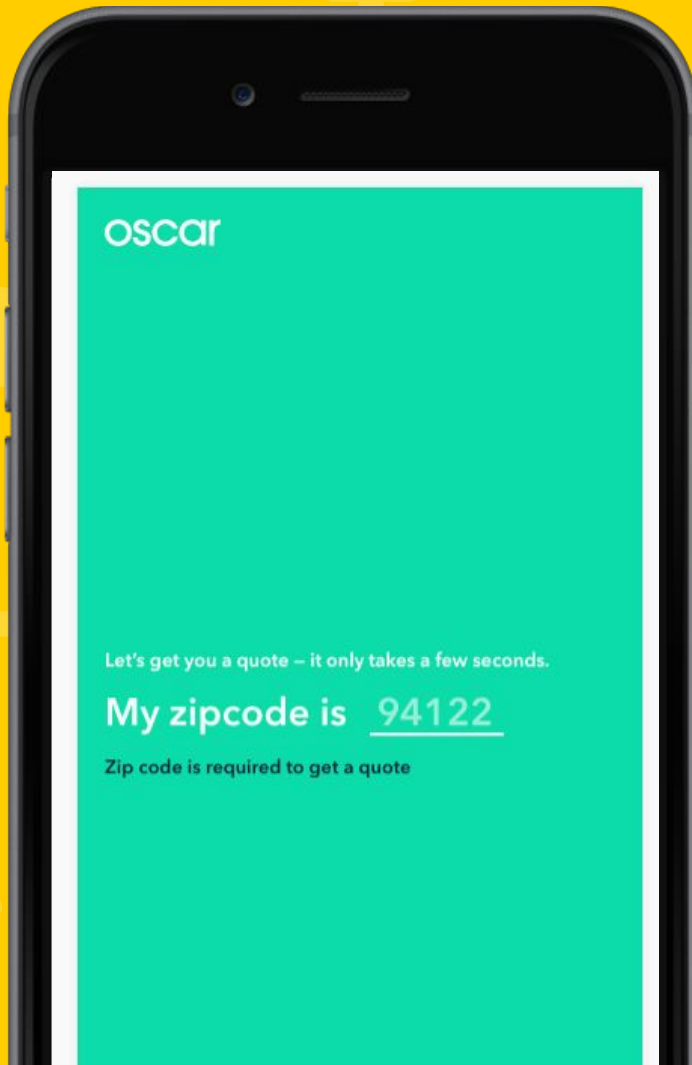
The screenshot shows the Santander website homepage with a clear navigation bar and a large central banner. The navigation bar includes links for 'Particulares', 'Private Banking', and 'Empresas', along with a search icon, language selection ('Español'), and user options ('Hazte cliente', 'Acceso clientes'). The main navigation menu lists services: 'Cuentas y tarjetas', 'Ahorro e Inversión', 'Hipotecas', 'Préstamos', 'Seguros', and 'Banca online'. The central banner features the Santander logo and a pink ribbon, with the text 'Santander & Vosotras SIEMPRE A VUESTRO LADO HOY MÁS QUE NUNCA'. Below this, it offers '6 meses gratis\* de Seguro de Vida Protección Familiar en Femenino' with a 'DESCÚBRELO >' button. A secondary banner promotes a '5% de bonificación\*' on pension plans, also with a 'DESCÚBRELO AQUÍ >' button. At the bottom, there are three smaller promotional tiles: 'ERASMUS' with 'CON LAS BECAS SANTANDER ERASMUS CONVIERTE TU EXPERIENCIA EN UN ERASMUS', 'promociones' with 'Conoce y disfruta de todas las promociones que las tarjetas de crédito Santander tienen para ti', and 'WESTWORLD disponible en HBO España'.

1

## Simplicity is the new standard

Helping users to focus on the message and main actions





2

## UX is getting conversational

Dynamic forms for a more human experience.

Oscar

United States (866) 562-7625

Royal Caribbean INTERNATIONAL

PLAN A CRUISE THE EXPERIENCE DISCOVER CRUISING ALREADY BOOKED

LOG IN

OUR BIGGEST BEST SHIPS  
**30% OFF EVERY GUEST**

BOOK NOW

OASIS CLASS BONUS: UP TO \$300 INSTANT SAVINGS

CRUISING TO ANYWHERE

LEAVING FROM ANYWHERE

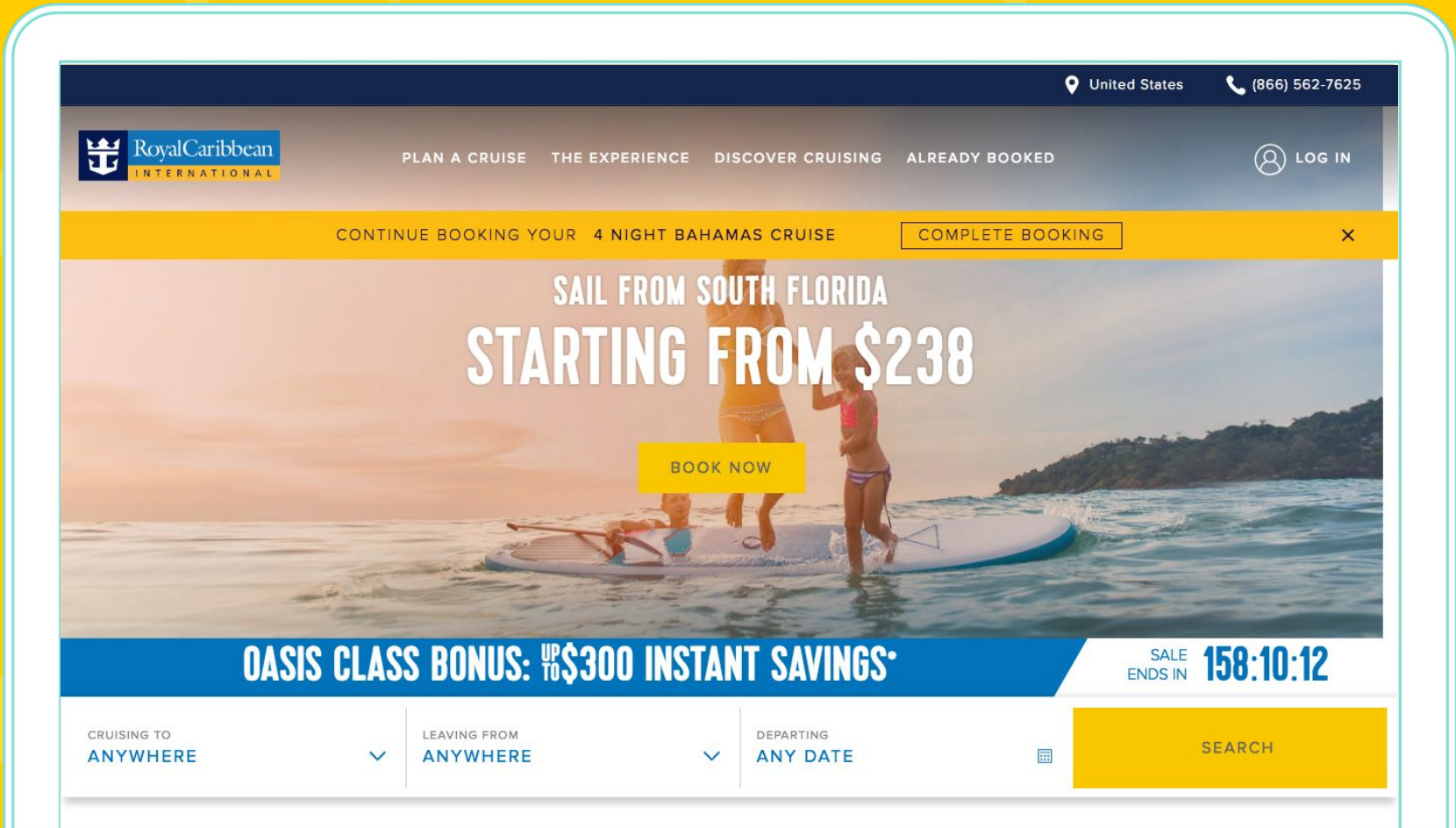
DEPARTING ANY DATE

SEARCH

3

## Websites are getting clever

Adapting the experience to user's history or preferences



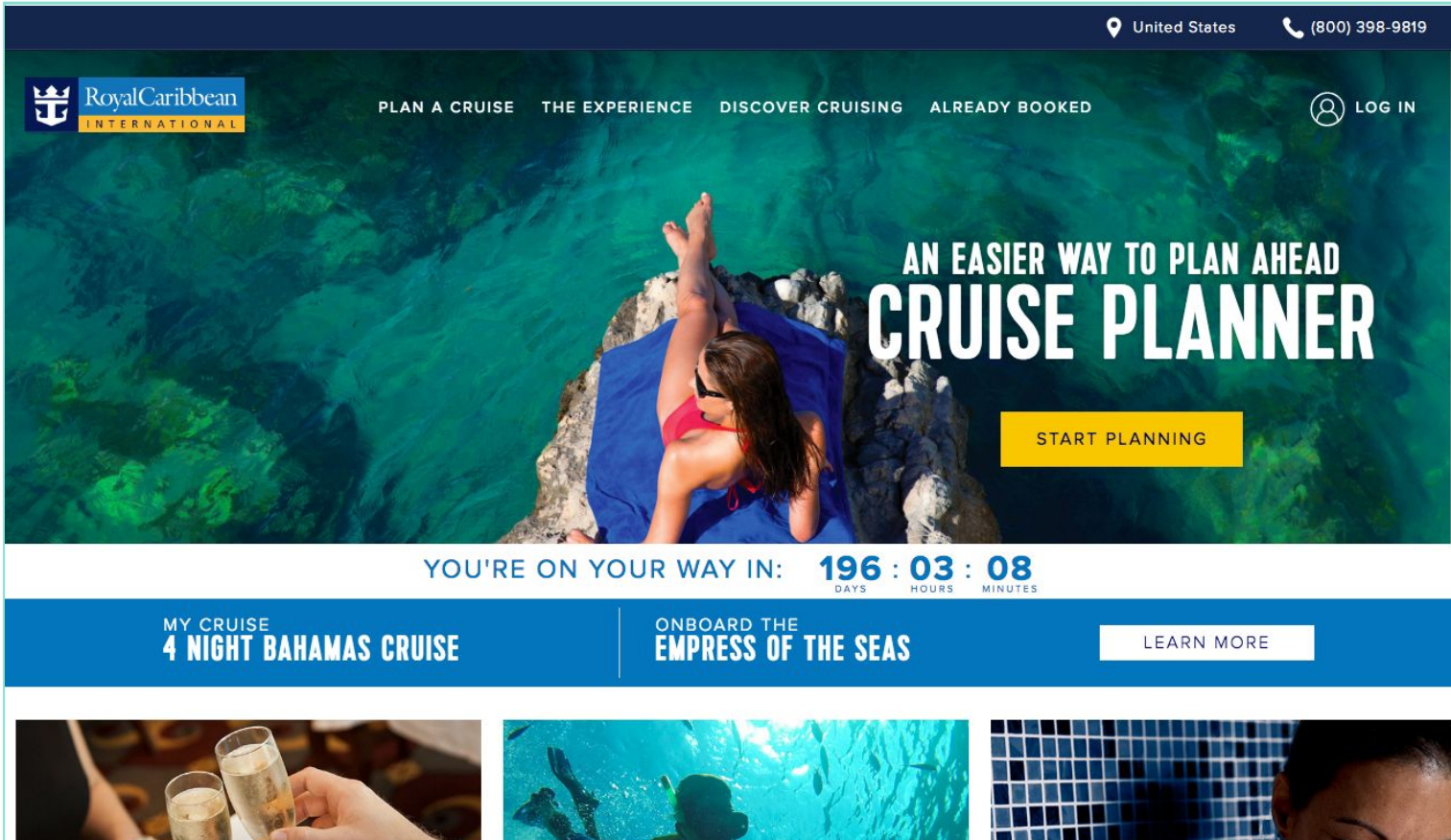
3

## Websites are getting clever

Adapting the experience to user's history or preferences

Royal Caribbean





3

## Websites are getting smarter

Adapting the experience to user's history or preferences

Marc, dínos en qué rango aproximado de facturación anual te encuentras



Genial, con esa información ya nos hacemos una idea de cómo es tu empresa. Ahora, cuéntanos qué necesitas

Puedes seleccionar todas las que quieras

**Dinero para el día a día**

Pago de nóminas, impuestos, seguros sociales, proveedores...

**Dinero para invertir a largo plazo**

Compra y alquiler de equipo, locales...

**Productos para optimizar mi negocio**

Información fiscal, el mercado en su sector...

**Seguros**

Cubrir mi responsabilidad civil, proteger mi local, salud...

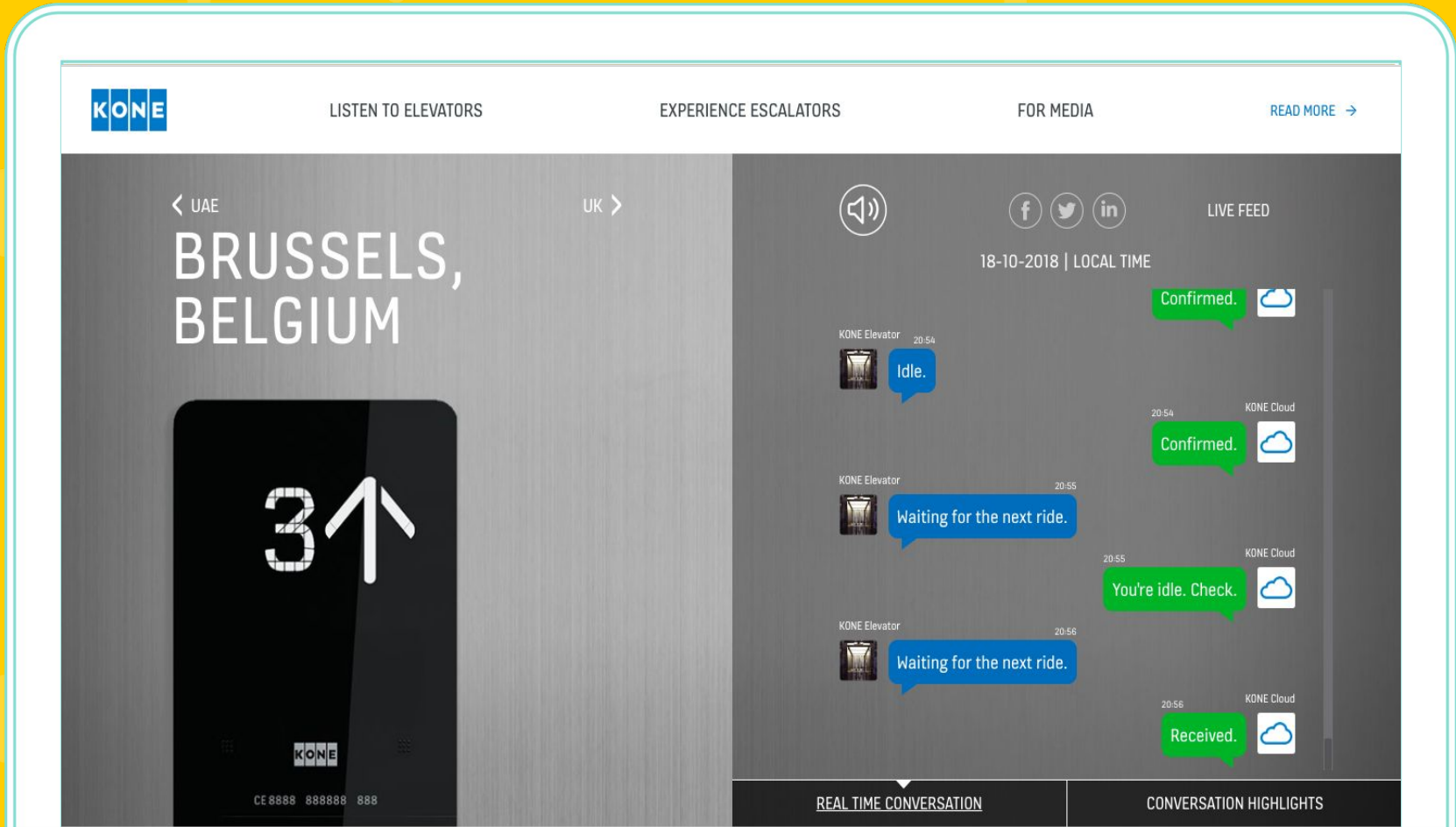
Continuar

< > 7/11

4

## Reducing the friction and effort

From showing our catalogue to suggesting the solution that best fits the user's profile ( <https://empresas.bbva.es/#/?forceInit=true> ).



5

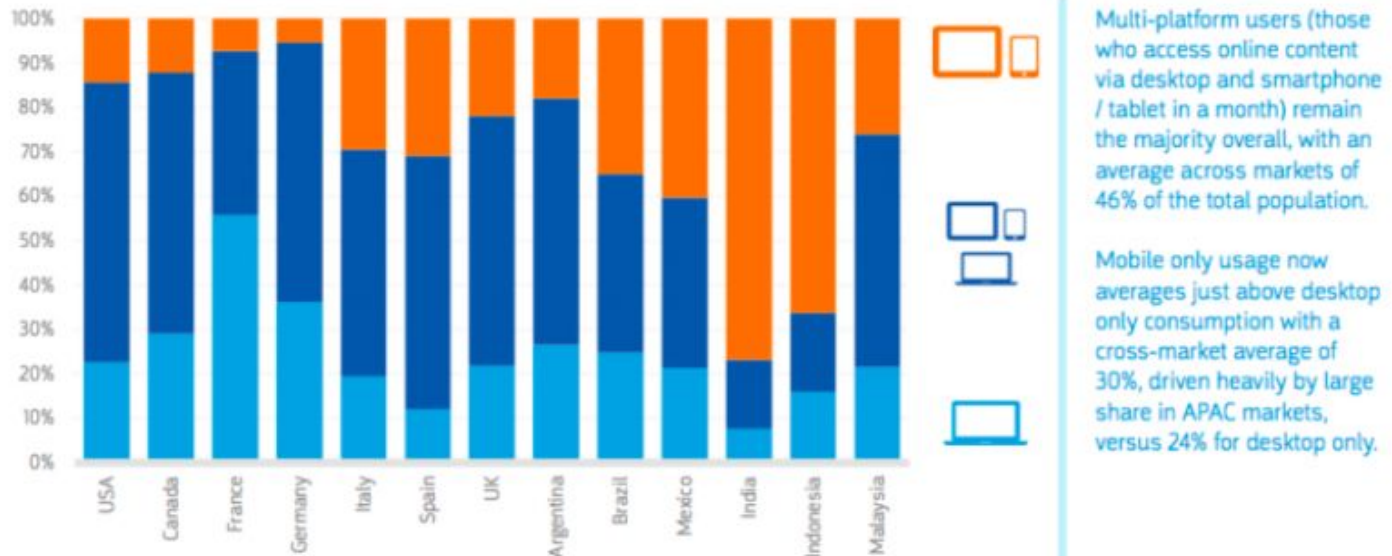
**Marketing B2B is getting more attractive**  
To show our innovative technology...

Machineconversations.kone.com (<http://machineconversations.kone.com/> )



## Multi-platformers remain a majority in most markets

% of Total Digital Audience by Platform (Desktop only, Multi-platform, Mobile only)



COMSCORE

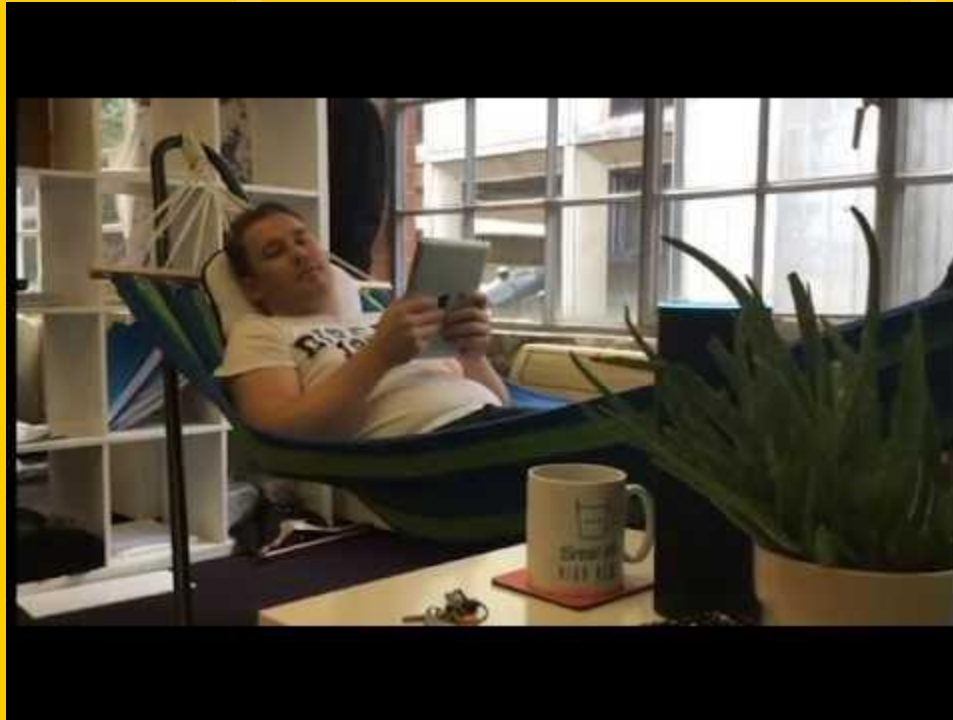
Source: comScore MMR Multi-Platform, Dec 2017

© 2018 comScore, Inc. All rights reserved. 4

6

## Users are multiplatform

A liquid design suitable for any device is required.



7

## **Voice and AI are changing the game**

From talking to machines to almost human conversations.

# **Strengths and weaknesses of IPHA full members webpages**

# What have we analyzed?

**A**

## USER EXPERIENCE

- Consistent & Intuitive Navigation.
- Ease to fill out forms.
- Contextual aids.
- Information hierarchy.
- Experience “special” effects.

**B**

## COMMERCIAL INTELLIGENCE

- Commercial information on products and services.
- Simulators and recommenders availability.
- Contracting online process.
- Contextual selling adjusted to user’s profile.

**C**

## COMMUNICATION CHANNELS

- Help & Support Center.
- Educational contents.
- Possibility to make an appointment with a technician.
- Proactive contact with client.

# First, a quick and general overview

Oldfashioned design and structures.

Too much text.

Videos and images that help understand the product and services are missing.

USP is not clear.

Designed from the company's perspective (talk too much "about us"), instead from a customers needs and giving critical and relevant information about products and services.

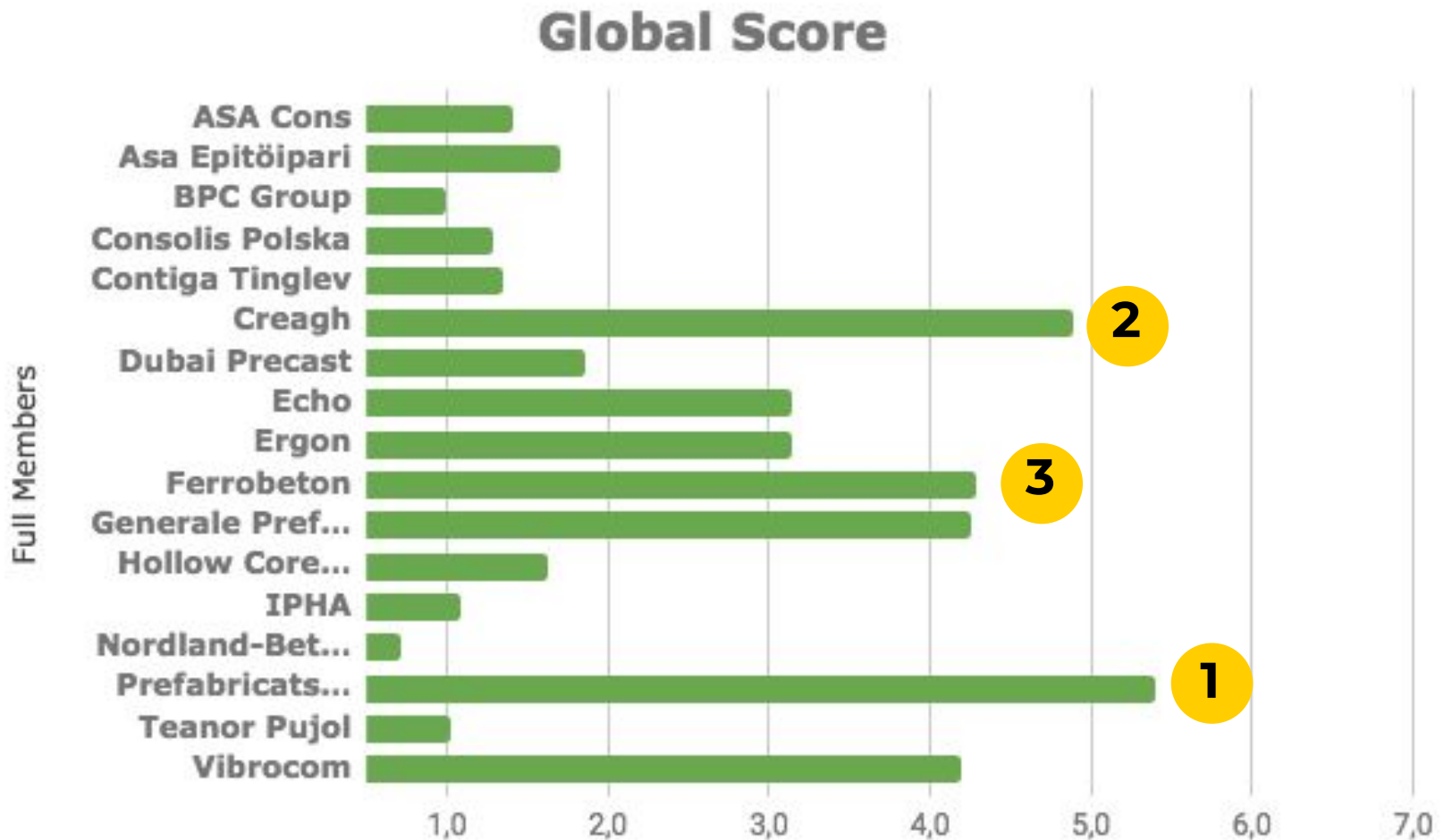
# First, a quick and general overview

Websites force the user to understand the company's catalogue, with too much friction. Websites are not responsive (adjustable to all screen sizes).

Content is the same for all users, regardless their profile, history or preferences.



# First, a quick overview: The Best



# Prefabricatspujol.com

Dynamic Interface

Contextual Aid

Simulators

Information Architecture

Intuitive Navigation

1



## BIENVENIDOS

A PUJOL

Somos una empresa familiar que, bajo la actividad troncal del prefabricado de hormigón, damos soluciones a cualquier proyecto de construcción.

¿QUÉ NOS DIFERENCIA?

# Creaghconcrete.co.uk

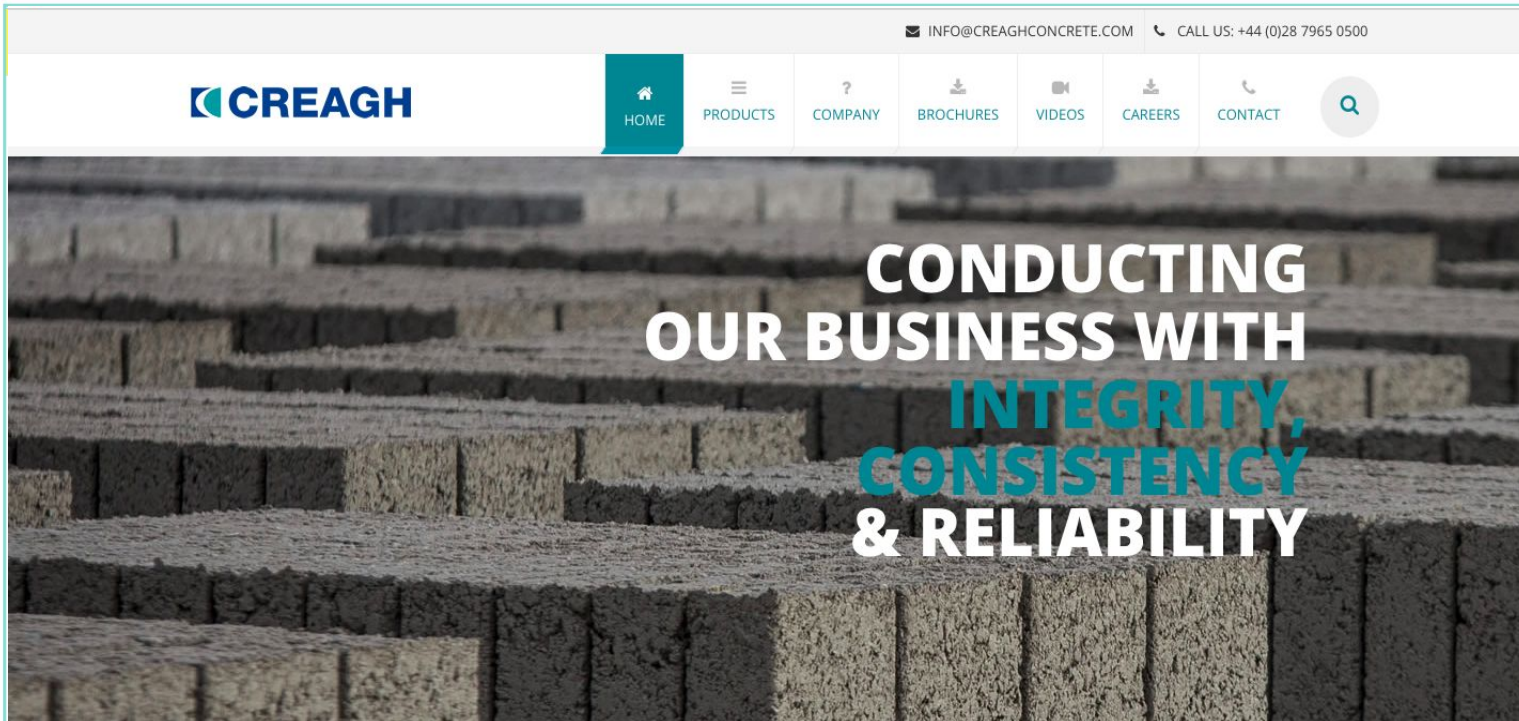
Consistent architecture

Visual Content

Useful Iconography

Intuitive

2



Product Videos

# Forrobeton.hu

Easy to use

Short number of menu options

Useful Iconography

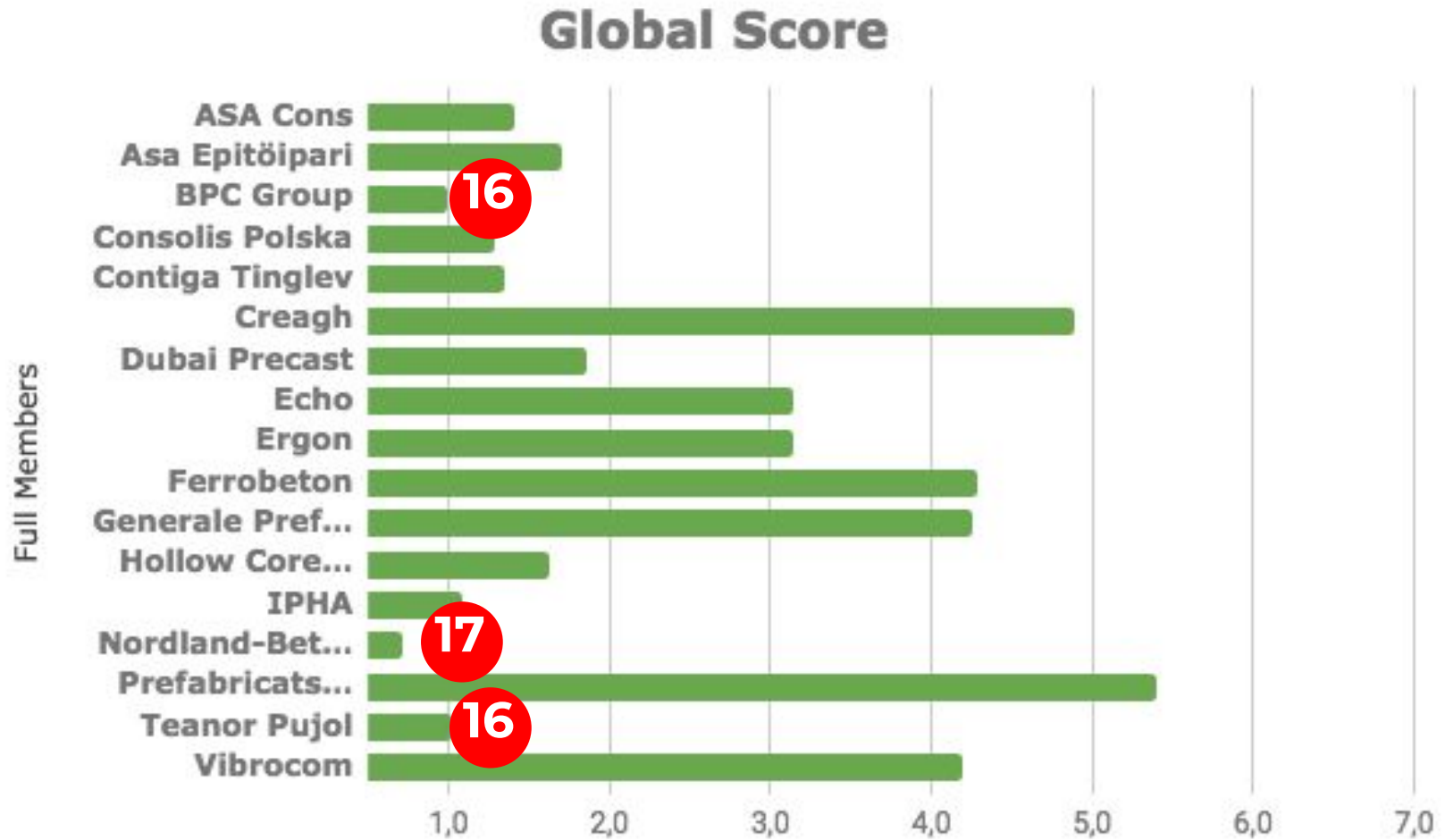
Detailed contact page

3

The screenshot displays the Forrobeton website interface. At the top left is the logo for FERROBETON, a CRH COMPANY. To its right is a language dropdown menu set to 'ENGLISH'. The main navigation menu includes 'PRODUCTS', 'PROJECTS', 'ABOUT US', and 'CONTACT'. Below the navigation is a 'PRODUCTS' section with a grid of eight product categories, each represented by a 3D icon and a text label:

- Housing Products
- Precast Foundations
- Pillars
- Beams
- Hollow Core Slabs
- Floor Slabs
- Wall Panels
- Bridge Building

# First, a quick overview: the ones to improve the most



# Nordland-betongelement.no

Catalogue online without interaction

Not responsive

Too much text

It is not the best business card

17

Forside Om oss Produkt Dokumentasjon Kontakt oss Referanser Linker

**Spennarmerte hulldekker**

Utsparinger i hulldekker

Dimensjonering

Varmelagringseffekt

Brannmotstand

Miljøvennlig byggemetode

Lydisolering

Transport


Montasje

Stålbæresystemet

**Nordland Betongelement AS**  
Industri vn.10  
8590 Kjøpsvik  
e-post: [nbe@nbe.as](mailto:nbe@nbe.as)

Tlf: 75 77 53 00  
Lager: 41 62 89 18

Fakturaadresse:  
[Svein@nbe.as](mailto:Svein@nbe.as)



### Spennarmerte hulldekker

Hulldekker har en stor del av markedet for etasjeskillere i betongelementbygg. Hulldekker er også mye brukt i bygg med hovedkonstruksjon av stål og plaststøpt betong.

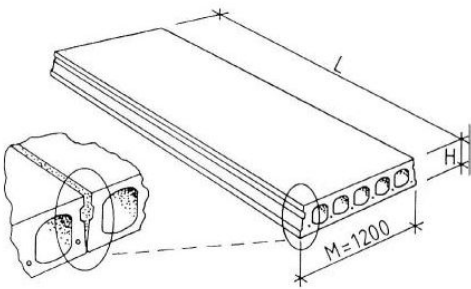
Spennarmerte hulldekker klarer **store spennvidder med liten byggehøyde**, og kan armeres for mindre utkrager.

Dekkene har modulbredde 1200 mm og høyder fra 200 til 420 mm.

De vanlige krav til **lydisolasjon** tilfredsstilles.

Hulldekkene **reduserer behovet for himlinger** og kan males direkte, uten eller med begrenset behov for sparkling.

**Kanalene kan brukes til fremføring av EI- og VVS-installasjoner.**





Too much text

Static content

Not responsive

It is not the best business card

16

Home | Contact Us | Search    Company Information | Products | References | Process & Quality Control | Current

Hollowcore | Panels | Boundary Walls | Beams & Columns | Stairs | Others

### General Description

### Hollowcore Types

### Processes

### Design Specifications


### Technical Specifications

### Project References

### Hollowcore/ General Description

Hollowcore Slabs are prestressed elements cast with advanced extrusion technique. Cores are made in the thickness running along the length with special steel tubes. The slabs are manufactured in 150, 200, 240, 265, 320, 400 and 500 mm thick elements as standard products. Slabs with other thicknesses may be designed and supplied. The standard width of the slabs is 1200 mm. Slabs with narrower width can be provided based on design requirements. The length of hollowcore slabs is fabricated to span up to approximately 21 meters dependent upon the loading conditions.

Hollowcore slabs are prestressed concrete slabs of varying lengths and thicknesses.



Hollowcore slabs are lighter by 40-50% than the conventional reinforced concrete slabs of the same dimensions. It is calculated and found that lot of concrete in the slab is extra and just adding to the weight of the element. In Hollowcore slabs this extra weight is removed from the slabs by making cores. Reduced weight of the slabs results in considerable overall savings in construction costs. With the reduced slab weight, the structural frame can be constructed lighter. The reduced combined weight of the frame and flooring leads to reduced dimensions of the foundations.

In addition to the saving in cost of the structures, additional saving is achieved in time. While supporting elements i.e. beams or walls are being constructed, Hollowcore slabs can be fabricated separately and fitted when the structure is ready. This results in considerable saving in construction time and costs.

With minor changes in end detail, it can complete cost

Longer spans and greater strengths of hollowcore slabs is specially advantageous for long span buildings e.g. cinema halls, auditoriums, car parks, shopping complexes where unobstructed space is required.

### Application

Hollowcore slabs are used in all applications where floors or roofs are required. HCS have also been utilised in constructing facades of industrial sheds and boundary wall. These include:

- Commercial buildings
- Car parks
- Cinema Halls
- Auditoriums
- Residential complexes
- Private houses and villas
- Industrial sheds (roof sheet supporting structures)

Listed below are advantages of using hollowcore slabs:

- No cracks for service loads.
- No positive deflection for normal dead loads.
- Smaller deflection for super imposed loads.
- Longer span and greater loads than conventional slabs of same depth.
- Longer span, meaning less beams and columns required which gives more unobstructed space and saving for the client.

# Treanor-pujol.co.uk/

Visual density

Unfriendly experience

Not responsive

It is not the best business card

16

The screenshot shows the Treanor Pujol website. At the top left, the logo "Treanor Pujol" is displayed above the tagline "the precast solution". To the right of the logo are social media icons for Twitter, Facebook, and LinkedIn. Below the logo is a navigation menu with the following items: Home, About us, Product Range (with a dropdown arrow), Beam and Block, Hollowcore, Walls, Stairs, Terrazzo, Installation, Project Gallery, Vacancies, and Contact Us. Below the navigation menu is a section titled "product range" with a sub-section for "beam and block". This section includes a description of the product, a 3D diagram of the beam and block structure, and a list of other products: beam and block, hollowcore, walls, stairs, terrazzo, and installation. The background of the website features a large image of a worker in a hard hat and a 3D architectural rendering of industrial buildings.

# Zoom on User Experience

A

## USER EXPERIENCE

- Consistent & Intuitive Navigation.
- Ease to fill out forms.
- Contextual aids.
- Information hierarchy.
- Experience “special” effects.

B

## COMMERCIAL INTELLIGENCE

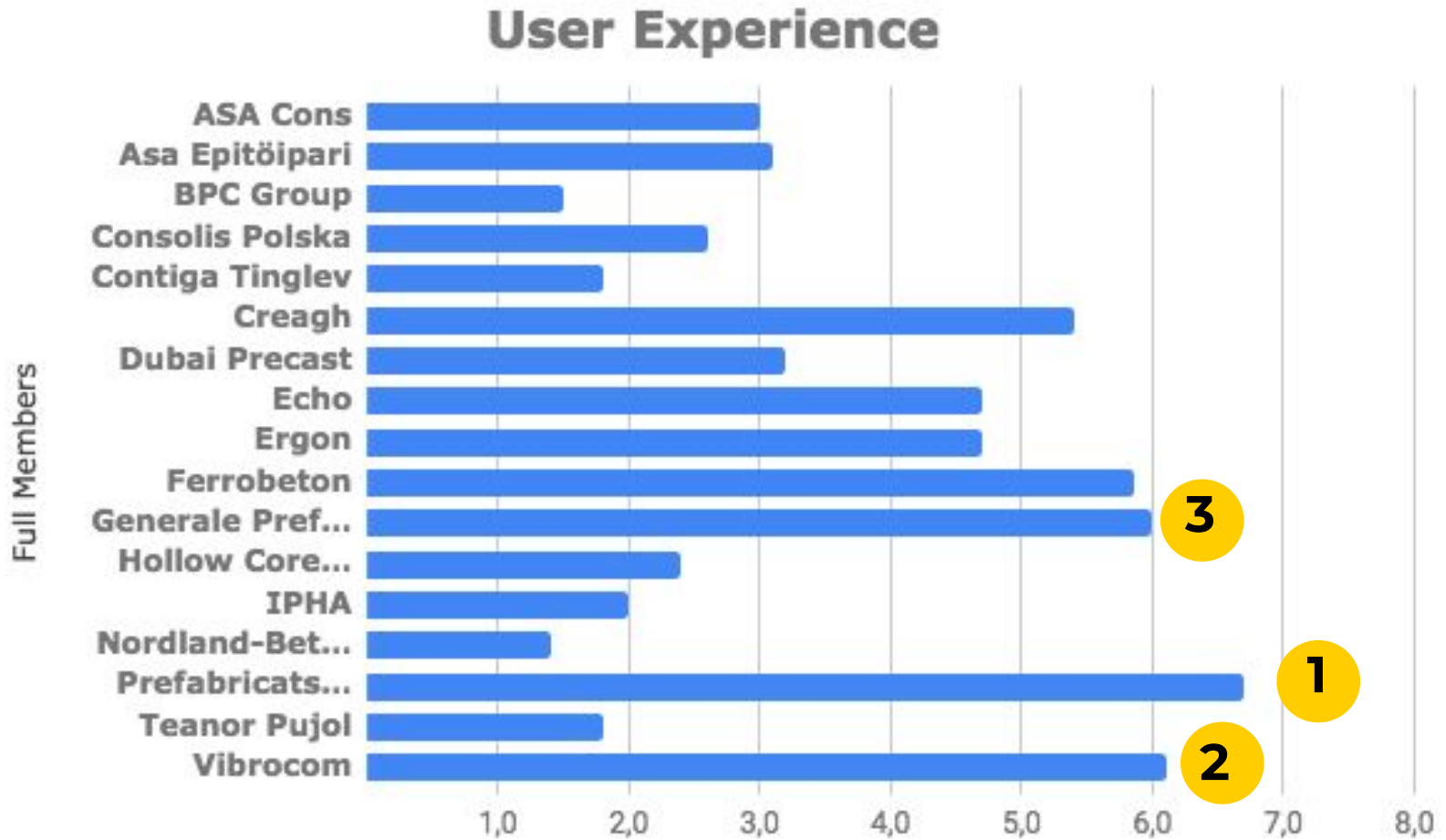
- Commercial information on products and services.
- Simulators and recommenders availability.
- Contracting online process.
- Contextual selling adjusted to user’s profile.

C

## COMMUNICATION CHANNELS

- Help & Support Center.
- Pedagogical contents.
- Possibility to make an appointment with a technician.
- Proactive contact with client.

# Zoom on User Experience: The Best



# Prefabricatspujol.com

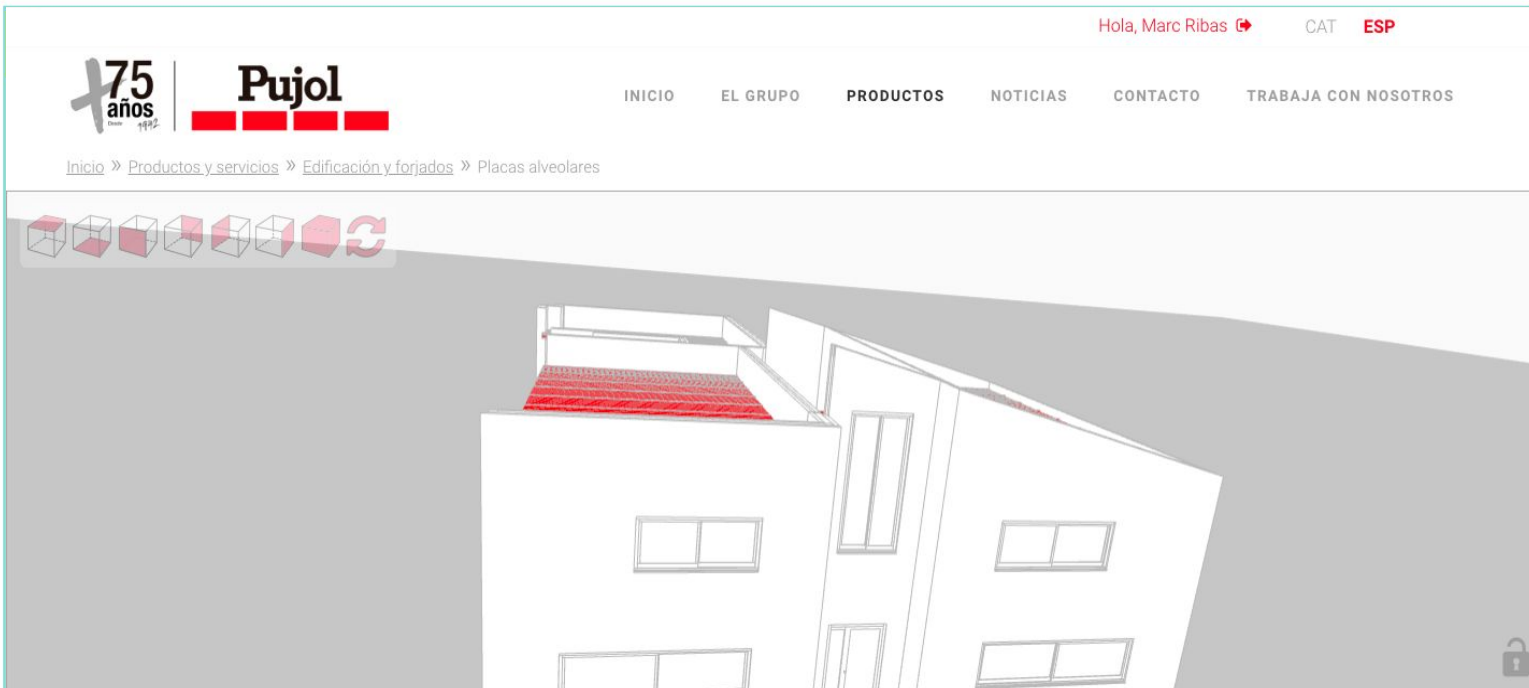
Dynamic simulator

Interactive experience

Login area for better features

Forms easy to be used

1



**PLACAS ALVEOLARES**

PARA EDIFICACIÓN Y FORJADOS



# Vibrocom.com

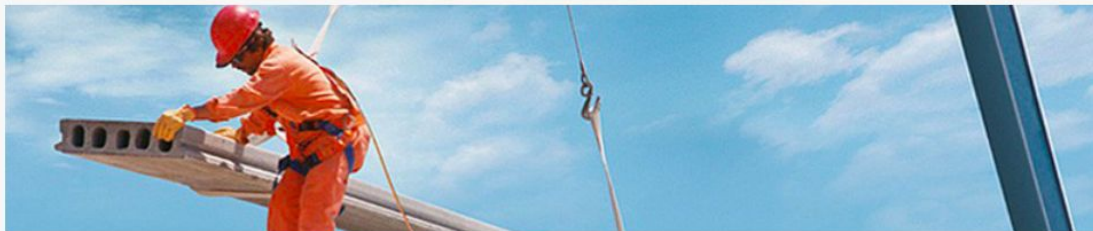
Dynamic tools

Clear content structure

Friendly navigation

User controls the experience

2





# Generaleprefabbricatispa.com

Friendly navigation

Clear content structure

Responsive version for mobile

Contextual information & forms

3



## MAIN FEATURES

- Minimum fire resistance equal to R=90' and designable up to R=180' (UNI EN 1992-1-2)
- Good thermal and acoustic insulation performance
- Low deformability due to bending
- Anti-seismic efficiency thanks to the excellent transmission of stress on surfaces
- Possibility to creating perforated patterns and cantilevers
- High transverse load capacity through the longitudinal joint arrangement
- Possibility of reaching large gaps with high loads and small thicknesses
- Self-supporting at all stages of assembly
- Adaptability to the passage of systems

<https://www.generaleprefabbricatispa.com/en/completed-works/palais-des-sports-aix-en-provence-france/>

## COMPLETED SPIROLL WORKS

- Palais des Sports - Aix en Provence (France)
- DE 5
- New "Vini Bolgheri" winery
- Gidal Srl
- Immobiliare 2000 srl

## ASK FOR INFORMATION

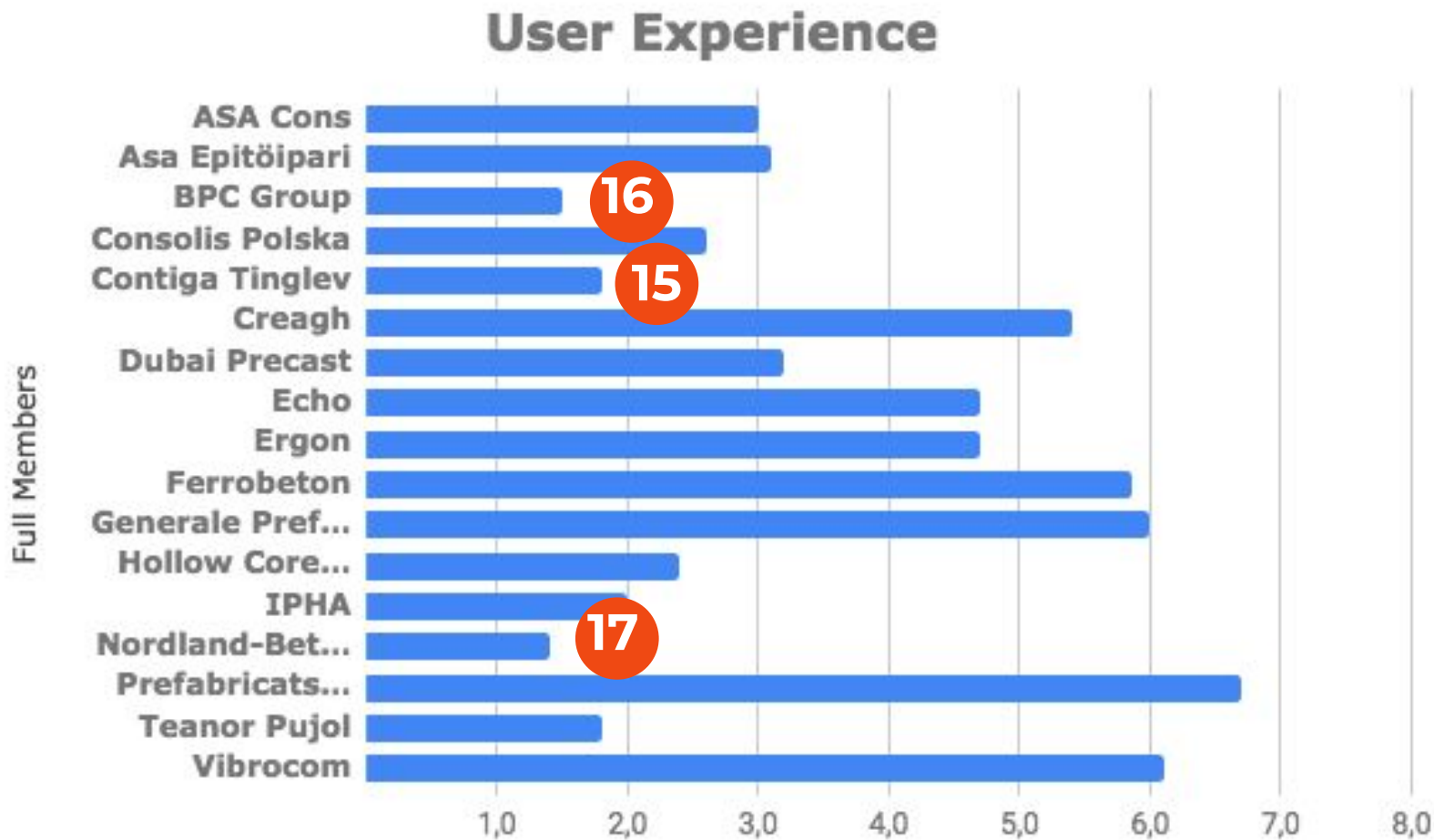
Name \* Surname \*

Company \*

Phone number E-mail \*



# Zoom on User Experience: the ones to improve the most



Full Members

# Nordland-betongelement.no

No forms

No interaction

Too much text

17

The screenshot displays the website for Nordland Betongelement AS. At the top, there is a logo for NBE (Nordland Betongelement AS) and a background image of a coastal town. Below the logo is a green navigation bar with the following menu items: Forside, Om oss, Produkt, Dokumentasjon, Kontakt oss, Referanser, and Linker. The main content area is divided into two columns. The left column contains contact information for Nordland Betongelement AS, including the address (Industri vn.10, 8590 Kjøpsvik), phone numbers (Tlf: 75 77 53 00, Lager: 41 62 89 18), and email addresses (nbe@nbe.as, Svein@nbe.as). A small map of Norway highlights the location of Kjøpsvik. The right column is titled 'Kontakt oss' and features three staff profiles, each with a photo, name, title, and contact information: Svein Helge Nøstdal (Daglig leder, mob. 908 47 939, Svein@nbe.as), Franz Henriksen (Produksjonsleder, mob. 918 57 806, Franz@nbe.as), and Tom Espen Nilsen (Transportleder, mob. 908 17 451, Tom.Espen@nbe.as).

# Bpcgroup.biz

Little information about projects

No interaction

Too much text

Unfriendly experience

16

## Project/ References

[ First ] [ Previous ] [ Next ] [ Last ]

[ Records 1 to 5 of 132 ] [ Location: All ] [ Products: All ]



### KING KHALED MOSQUE [ Bahrain ]

Design, production, delivery and erection of :  
1. Hollowcore slabs – 200mm thick = 725m<sup>2</sup>  
2. Pre-stressed beams = 12 nos  
24,000mm x 1500mm x 400mm (12 nos)  
12,000mm x 1200mm x 400mm (8 nos)



### G+4-storey Residential Building [ Bahrain ]

Design, production, delivery and erection of precast elements such as external insulated panels, shearwalls, internal panels, parapet beams. Columns, staircases and hollowcore slabs.



### STORE - Bahrain [ Bahrain ]

Design, production, delivery and erection of columns (155 nos – 3-storey high), beams (639 nos) and hollowcore slabs of size 265mm, 320mm and 400mm thick (approximately 48,370m<sup>2</sup>)



# Contigatinglev.dk

Confusing menu architecture

Confusing CTAs

No contact forms

No interaction

Unfriendly experience

16

The screenshot shows the website for Contigatinglev.dk. The header features the company logo and a navigation menu with items: FIRMAPROFIL, PRODUKTER (highlighted), REFERENCER, MILJØ, NYHEDER, KARRIERE, and KONTAKT. There are also flags for Denmark and Germany. The main content area includes a large image of a roof with the text 'Huldæk' and a sidebar with a list of product categories: BETONVÆGGE, BJÆLKER OG SØJLER, HULDÆK (highlighted), LETBETONVÆGGE, TT-ELEMENTER, and RTP-ELEMENTER. The main text describes 'Huldæk' as a plan-parallel, precast concrete element, suitable for roofs and facades. It lists benefits such as short construction time, sound insulation, fire safety, large spans, energy efficiency, and durability. Two smaller images show close-ups of the concrete elements.

# Zoom on Commercial Intelligence

A

## USER EXPERIENCE

- Consistent & Intuitive Navigation.
- Ease to fill out forms.
- Contextual aids.
- Information hierarchy.
- Experience “special” effects.

B

## COMMERCIAL INTELLIGENCE

- Commercial information on products and services.
- Simulators and recommenders availability.
- Contracting online process..
- Contextual selling adjusted to user’s profile.

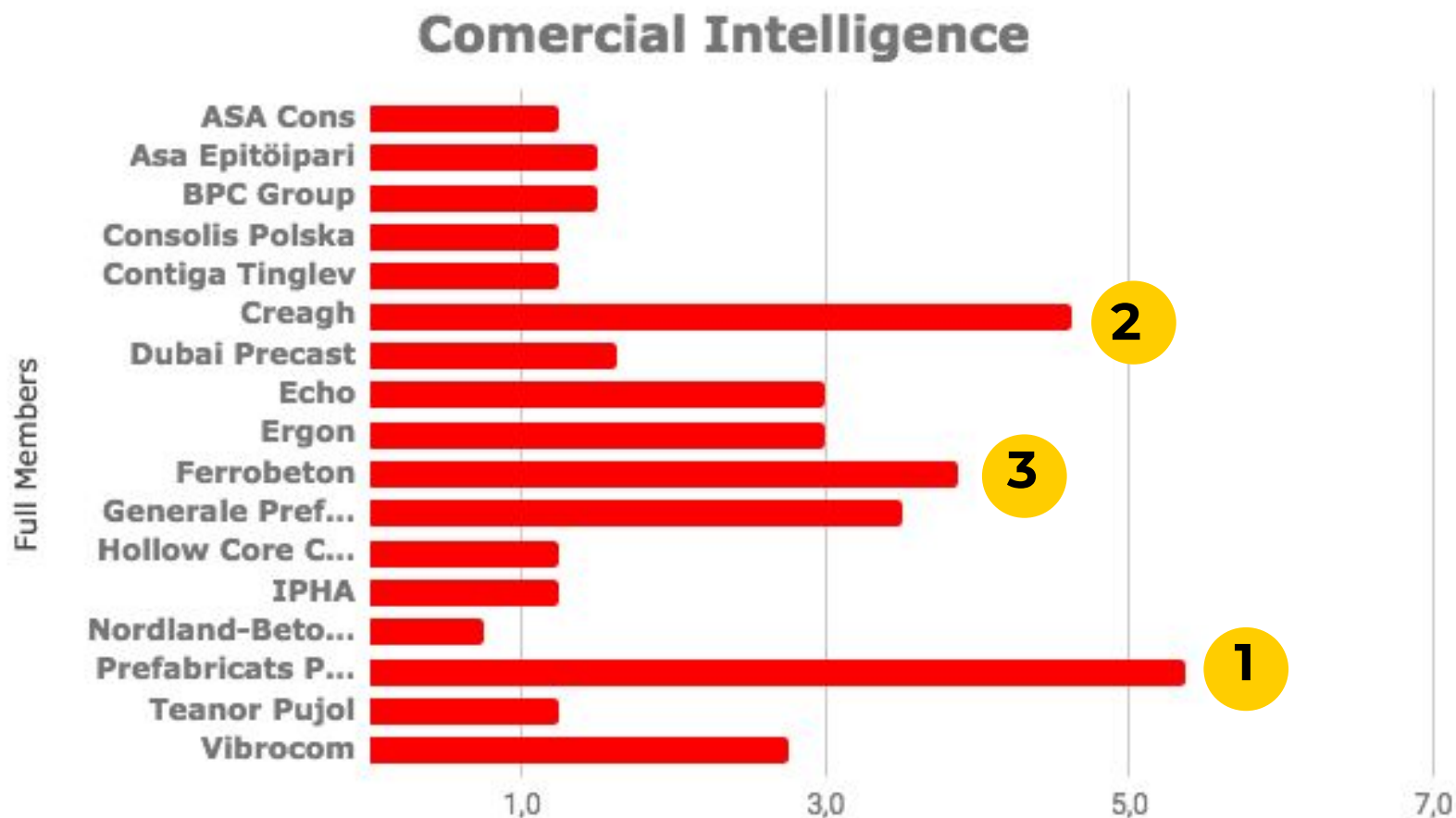
C

## COMMUNICATION CHANNELS

- Help & Support Center.
- Pedagogical contents.
- Possibility to make an appointment with a technician.
- Proactive contact with client.



# Zoom on Commercial Intelligence: The Best



# Prefabricatspujol.com

USP

Focus on lead generation

Extended features in login area

Enough contact information

1

Log in  Register  CAT ESP **ENG** FR

75  
years

Pujol

HOME THE COMPANY PRODUCTS NEWS CONTACT WORK WITH US

## WHAT MAKES US DIFFERENT?

**#1 SELF-SUFFICIENCY**  
WE HAVE A PRESENCE THROUGHOUT THE VALUE CHAIN. WE INTEGRATE ALL PRODUCTION CYCLE ACTIVITIES

**#3 CLEAR CUSTOMER ORIENTATION**  
WE MAKE ANY CONSTRUCTION EXPERIENCE SIMPLE AND SATISFACTORY. WE ARE WITH YOU FROM START TO FINISH

**#2 THOROUGH KNOWLEDGE OF THE MATERIALS**  
BECAUSE WE MANUFACTURE ALL OF THEM OURSELVES

**#4 LEADING BRAND**  
WITH A RECORD OF 75 YEARS OF CONTINUED PRESENCE AND GROWTH IN THE MARKET

**MANUFACTURERS AND SUPPLIERS**

FOR ALL TYPES OF CONSTRUCTION PROJECTS

# Creaghconcrete.co.uk

Audiovisual content

Detailed info on product

Pricing contacts

Contact Form

Brochures

2

The screenshot shows the Creagh Concrete website interface. At the top, there is a navigation bar with the company logo and menu items: HOME, PRODUCTS, COMPANY, BROCHURES, VIDEOS, CAREERS, and CONTACT. Contact information (INFO@CREAGHCONCRETE.COM and CALL US: +44 (0)28 7965 0500) is displayed in the top right. Below the navigation is a large banner image of several blue concrete mixer trucks on a highway, with the word 'Sectors' overlaid in a large font. A breadcrumb trail reads 'You Are In: Home / Sectors'. The main content area is divided into two columns. The left column, titled 'Hollowcore', contains a vertical list of links: Home, Supply Packages, Sectors, Slab Profiles, Flooring Specifications, and Loadspan Tables. The right column, titled 'Sectors', contains a paragraph: 'The company offers a wide range of Prestressed Concrete Flooring for customers within the following sectors.' Below this text is a grid of three project images, each with a title and a caption: 1. 'RESIDENTIAL' with an image of a construction site and caption 'Stoneywood, Aberdeen'. 2. 'INFRASTRUCTURE & ENERGY' with an image of a large circular structure under construction and caption 'Trinity Ramp, Newcastle'. 3. 'COMMERCIAL' with an image of a building's steel frame and caption 'Airbus Head Office, Filton'. A fourth project image is partially visible at the bottom, titled 'EDUCATION'.

# Forrobeton.hu

Products, 1st option in menu

Deep information on products

Detailed contact page

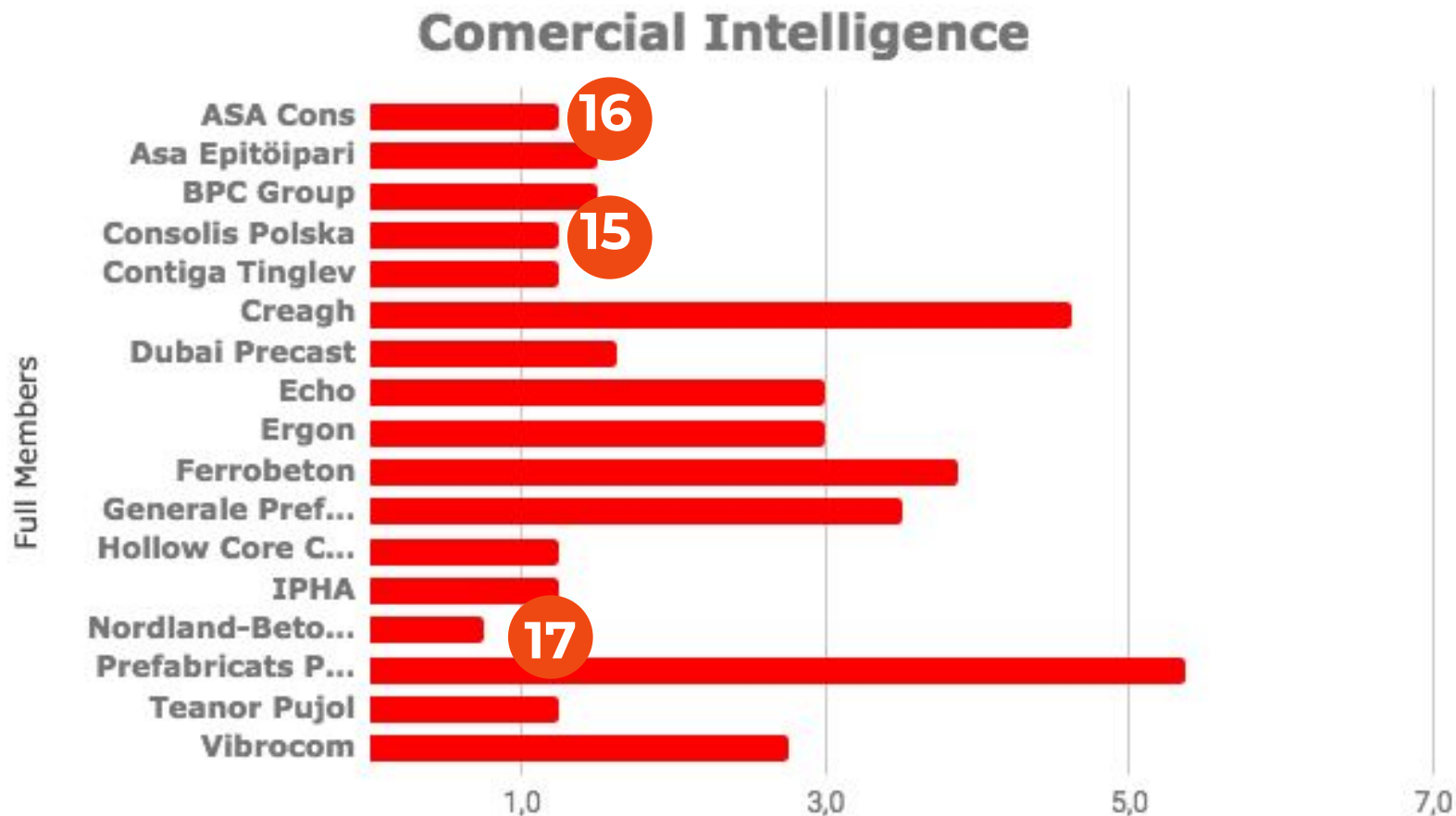
3

The screenshot displays the website's navigation and product listing. The top navigation bar includes the Ferrobeton logo (A CRH COMPANY), a language dropdown set to 'ENGLISH', and menu items for 'PRODUCTS', 'PROJECTS', 'ABOUT US', and 'CONTACT'. Below the navigation, a breadcrumb trail shows 'PRODUCTS > HOUSING PRODUCTS'. The main content area is titled 'HOUSING PRODUCTS' and features a grid of product cards. Each card includes a 3D image of the product, a title, and a 'DOWNLOADS' button with a dropdown menu. The visible products are:

- EE Beams**: Includes a 3D image and a 'DOWNLOADS' menu with options for PDF and DWG.
- SG Beams**: Includes a 3D image and a 'DOWNLOADS' button.
- FA Bearer**: Includes a 3D image and a 'DOWNLOADS' button.
- A, AD Bearer**: Includes a 3D image and a 'DOWNLOADS' button.

The URL at the bottom left is [www.ferrobeton.hu/termek.html?id=1#](http://www.ferrobeton.hu/termek.html?id=1#).

# Zoom on Commercial Intelligence: the ones to improve the most



# Nordland-betongelement.no

No commercial information on products

No simulators or recommenders

No contracting online process

No contextual selling

17

Miljøvennlig byggetetod

Lydisolering

Transport

Montasje

Stålbæresystemet

**Nordland Betongelement AS**  
Industri vn.10  
8590 Kjøpsvik  
e-post: [nbe@nbe.as](mailto:nbe@nbe.as)

Tlf: 75 77 53 00  
Lager: 41 62 89 18

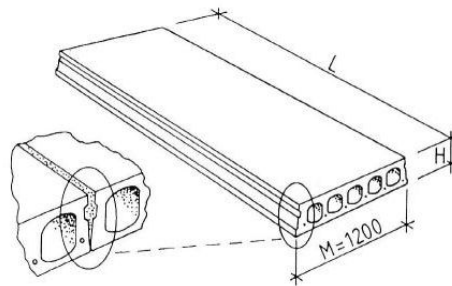
Fakturaadresse:  
[Svein@nbe.as](mailto:Svein@nbe.as)



De vanlige krav til **lydisolasjon** tilfredsstilles.

Huldekkene **reduserer behovet for himlinger** og kan males direkte, uten eller med begrenset behov for sparkling.

Kanalene kan brukes til fremføring av EI- og VVS-installasjoner.





Visual information

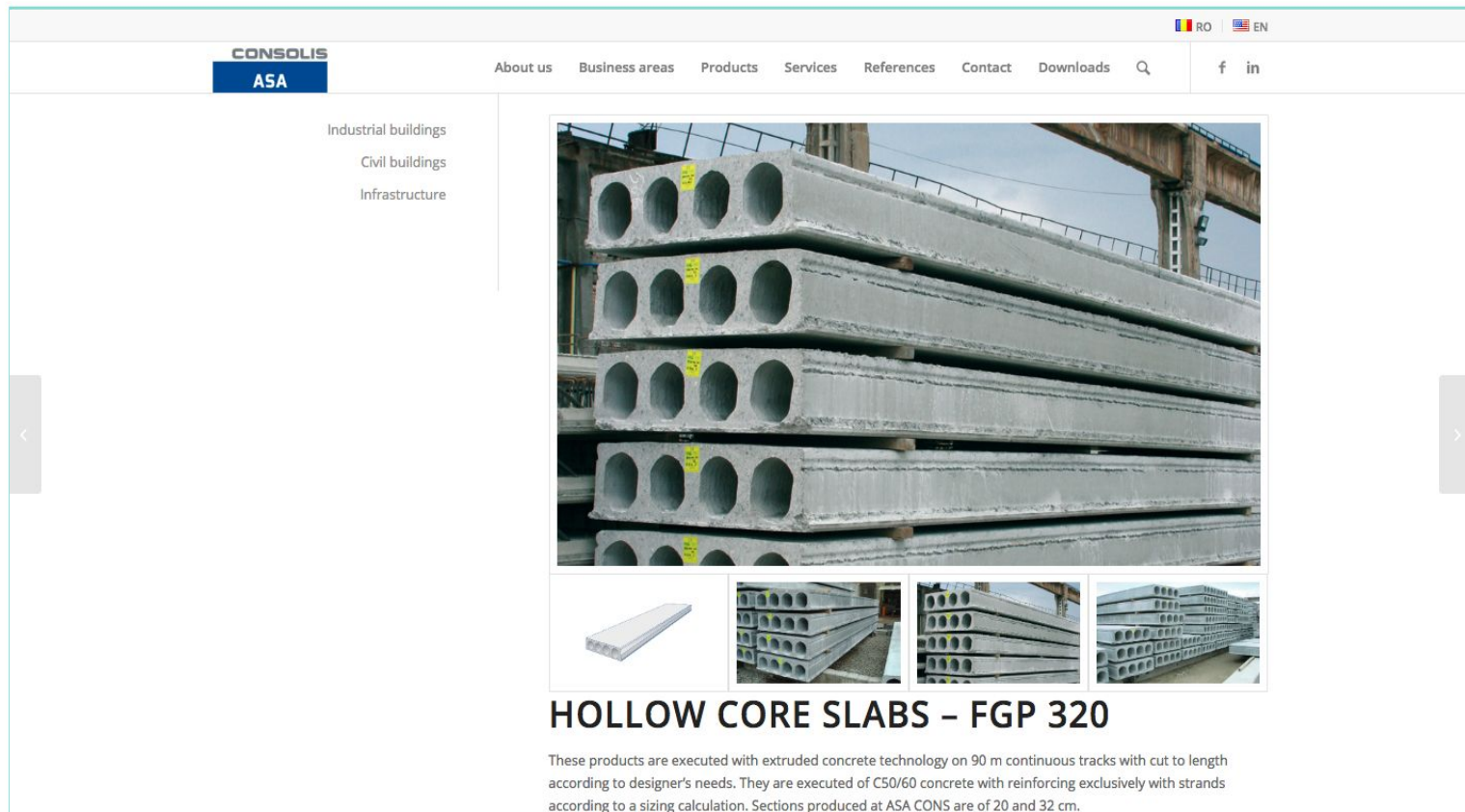
Friendly contact form

No contextual selling

No simulators or recommenders

No lead generation

16



The screenshot displays the website interface for Asacons.ro. At the top, there is a navigation menu with links for 'About us', 'Business areas', 'Products', 'Services', 'References', 'Contact', and 'Downloads'. A search icon and social media icons for Facebook and LinkedIn are also present. The main content area features a large image of stacked hollow core concrete slabs. Below this image are four smaller thumbnail images: a single slab, a stack of slabs, a stack of slabs with yellow labels, and a stack of slabs in a warehouse setting. The product title 'HOLLOW CORE SLABS - FGP 320' is prominently displayed. A descriptive paragraph follows, stating: 'These products are executed with extruded concrete technology on 90 m continuous tracks with cut to length according to designer's needs. They are executed of C50/60 concrete with reinforcing exclusively with strands according to a sizing calculation. Sections produced at ASA CONS are of 20 and 32 cm.'

Too much text

No commercial information on products

No simulators or recommenders

No contextual selling

16



## Produkty

[Płyty HC](#)

[Płyty TT](#)

[Belki](#)

[Stupy](#)

[Ściany](#)

[Podwaliny](#)

[Inne](#)

## Płyty HC

Sprężone płyty kanałowe HC są najpopularniejszym typem prefabrykowanych stropów. Sukces ten zawdzięczają wysokiej efektywności projektowania i metod produkcyjnych, możliwości wyboru wysokości i nośności elementu, gładkiemu spodowi i efektywności montażu.

Nominalna szerokość elementu wynosi 1200 mm razem z połączeniami wzdłużnymi. Krawędzie płyt są profilowane w celu zapewnienia odpowiedniego przenoszenia sił poprzecznych pomiędzy przyległymi elementami. Ognioodporność standardowych profili wynosi od 60 do 120 minut.

Płyty kanałowe HC produkowane są na długich torach, a następnie cięte na odpowiednią długość przy użyciu piły tarczowej. Płyty standardowo przycinane są pod kątem prostym.



# Zoom on Communication Channels

A

## USER EXPERIENCE

- Consistent & Intuitive Navigation.
- Ease to fill out forms.
- Contextual aids.
- Information hierarchy.
- Experience “special” effects.

B

## COMMERCIAL INTELLIGENCE

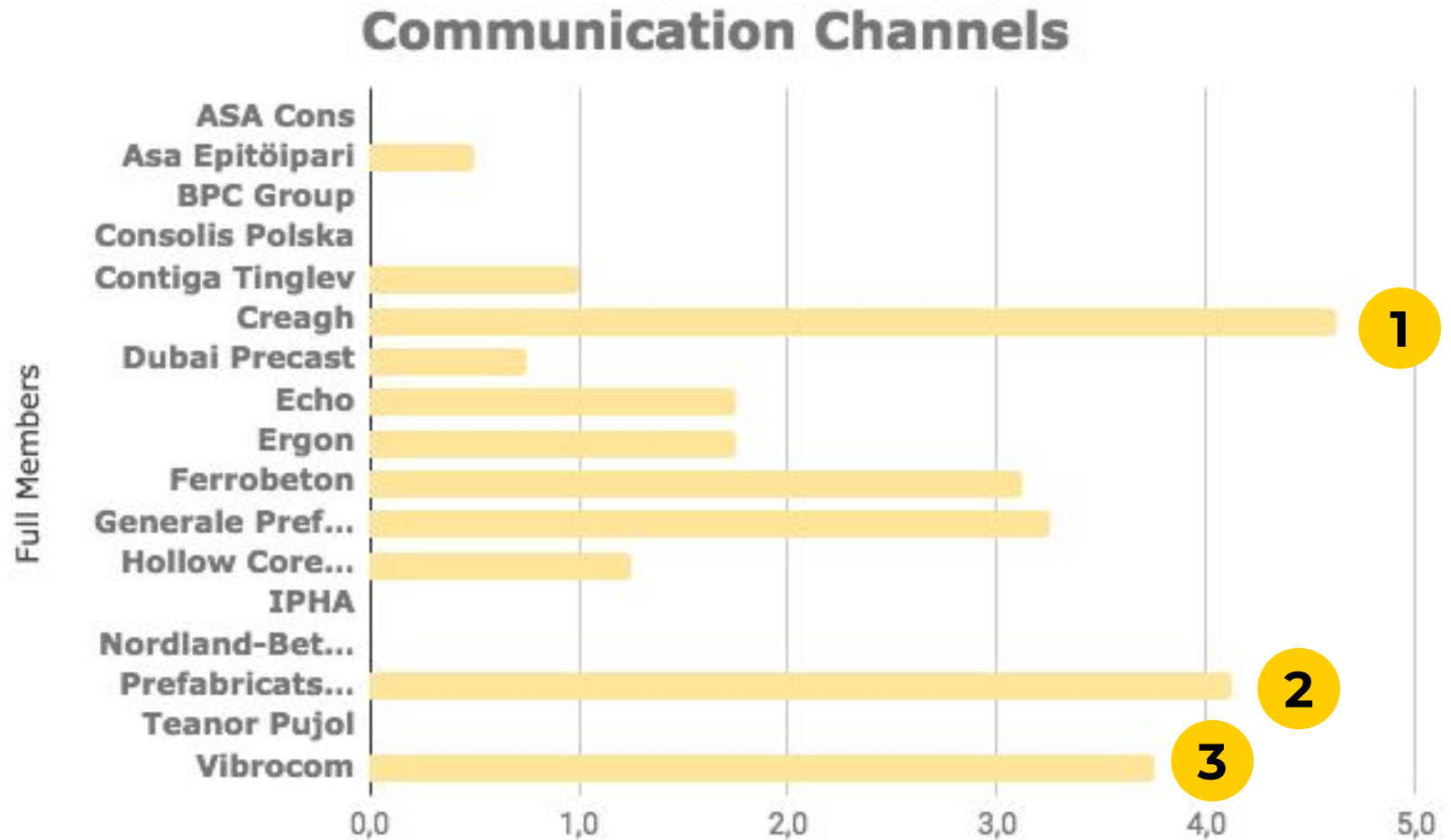
- Commercial information on products and services.
- Simulators and recommenders availability.
- Contracting online process.
- Contextual selling adjusted to user’s profile.

C

## COMMUNICATION CHANNELS

- Help & Support Center.
- Pedagogical contents.
- Possibility to make an appointment with a technician.
- Proactive contact with client.

# Zoom on Communication Channels: The Best



# Creaghconcrete.co.uk

Contact information on footer

Detailed contact info

Pricing contacts

Contact Form

No support center

1

INFO@CREAGHCONCRETE.COM CALL US: +44 (0)28 7965 0500

**CREAGH** HOME PRODUCTS COMPANY BROCHURES VIDEOS CAREERS CONTACT

## Regional Contacts

You Are In: Home / Regional Contacts

**Head Office: Toome**  
Address:  
Creagh Concrete Products Ltd  
38 Blackpark Road  
Toomebridge  
Co. Antrim  
Northern Ireland  
BT41 3SL  
Email:  
info@creaghconcrete.com  
Phone:  
+ 44 (0) 28 7965 0500  
FAX:  
+ 44 (0) 28 7965 9596

**Office: Scotland**  
Address:  
Creagh Concrete Products Ltd  
Cliftonhall Road  
14 Newbridge Industrial Estate  
Newbridge  
Edinburgh  
Scotland  
EH28 8PJ  
Email:  
scotland@creaghconcrete.com  
Phone:  
+ 44 (0) 13 1333 5405  
FAX:  
+ 44 (0) 13 1333 5005

**Site Search**  
Enter search keyword...

**Product Categories**

- Floors [5]
- Precast Stairs & Landing [1]
- Cladding/Architectural Panels [2]
- Lift/Stair Cores [1]
- Precast Frames [2]
- Agricultural [13]

# Prefabricatspujol.com



Educational contents


Detailed contact info

Contact Form

Not proactive


2

Log in  Register  CAT ESP **ENG** FR

 **Pujol**


HOME THE COMPANY PRODUCTS NEWS **CONTACT** WORK WITH US

[Home](#) » [Contact](#)


 **PHONE/FAX**


Monday to Friday from 9am to 1pm and from 3pm to 7pm

T. (+34) 973 60 11 00  
F. (+34) 973 60 33 66

 **POSTAL ADDRESS**

**Prefabricats Pujol, S.A.**  
Plaça de l'Esport, 1  
25230, Mollerussa (Lleida)

 41.622507, 0.891474

 **CONTACT FORM**

Name and surname


E-mail

Phone number

City

Message

No soc un robot

  
reCAPTCHA  
Privadesa - Condicions



# Vibrocom.com

Clear contact info

“Contact” as a Main Option Menu

No support center

3



## Nuestra dirección

Juan B. Alberdi 7394 - (1440)  
Buenos Aires



## Teléfono

> 054 11 4686 2686/2551



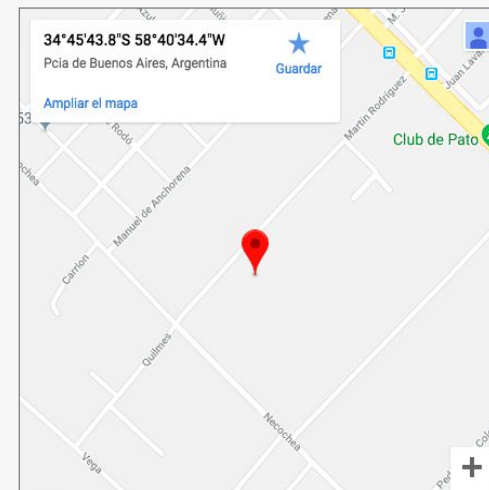
## Horario

> Lunes a viernes: 8 a 17hs.

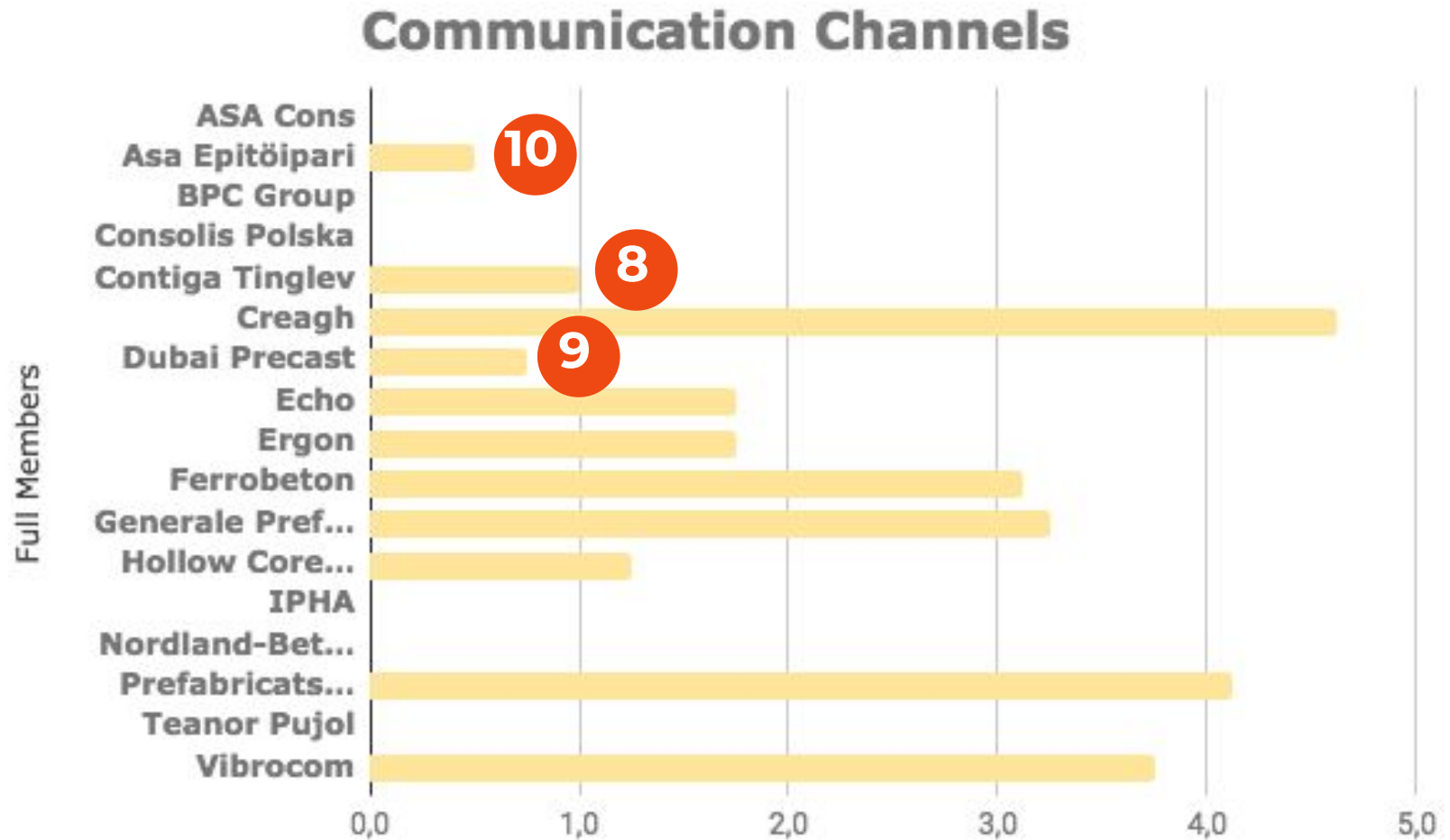
### OFICINA COMERCIAL



### PLANTA INDUSTRIAL



# Zoom on Communication Channels: the ones to improve the most



Full Members

No orientation to contact

“Contact” last option Menu

No support center

10

The screenshot displays the website for ASA Construction Ltd. The main header features the 'CONSOLIS ASA' logo. The central banner image shows a large, modern concrete structure with the text 'ASA Construction Ltd. Quality and Innovation in Construction!'. Below the banner, a paragraph states: 'We are specialised in the production of precast reinforced concrete structures, industrial floors and the assembly of complex precast and combined precast monolithic structures, as well as in general contracting.' A right-hand navigation menu lists various services and products, including 'STRUCTURAL ENGINEERING', 'INFRASTRUCTURE', 'INDUSTRIAL FLOOR CONSTRUCTION', 'READY-MIX CONCRETE', 'CONSOLIS CONCEPTIONS', 'BASHALLEN@', 'XPRESTANK@', 'ECOSHAFTHM', 'PRECASTAIRSTM', 'PLASTERINGTM', 'GRAPHIC CONCRETE@', 'SERVICES', 'COMMITMENT', 'HEALTH AND SAFETY', 'QUALITY AND ENVIRONMENT', 'POWER ENGINEERING', 'REFERENCES', 'GENERAL CONSTRUCTIONS', 'BUILDING CONSTRUCTIONS', 'INDUSTRIAL FLOOR CONSTRUCTION', and 'CONTACT'. A 'Siri' search bar is visible at the bottom left of the page.

# Dubaiprecast.ae

No orientation to contact


Unfriendly contact form

No support center

9


## Dubai Precast LLC

Building tomorrow's VISION



- HOME
- SERVICES
- SYSTEMS
- PRODUCTS
- PROJECTS
- GALLERY
- CAREERS
- CONTACT US

[Click Here to View & Download Location Map \(PDF File\)](#)



### Dubai Precast LLC

**P O Box:** 61055  
Jabel Ali Industrial Area3, Dubai - United Arab Emirates  
**Tel:** +971 4 880 2671  
**Fax:** +971 4 880 2159  
**email:** info@dubaiprecast.ae

#### Post Your Enquiry Here!

\*Name

\*Your Email

Phone

\*Subject

\*Message

# Contigatinglev.dk

No orientation to contact

No contact form

No support center

8

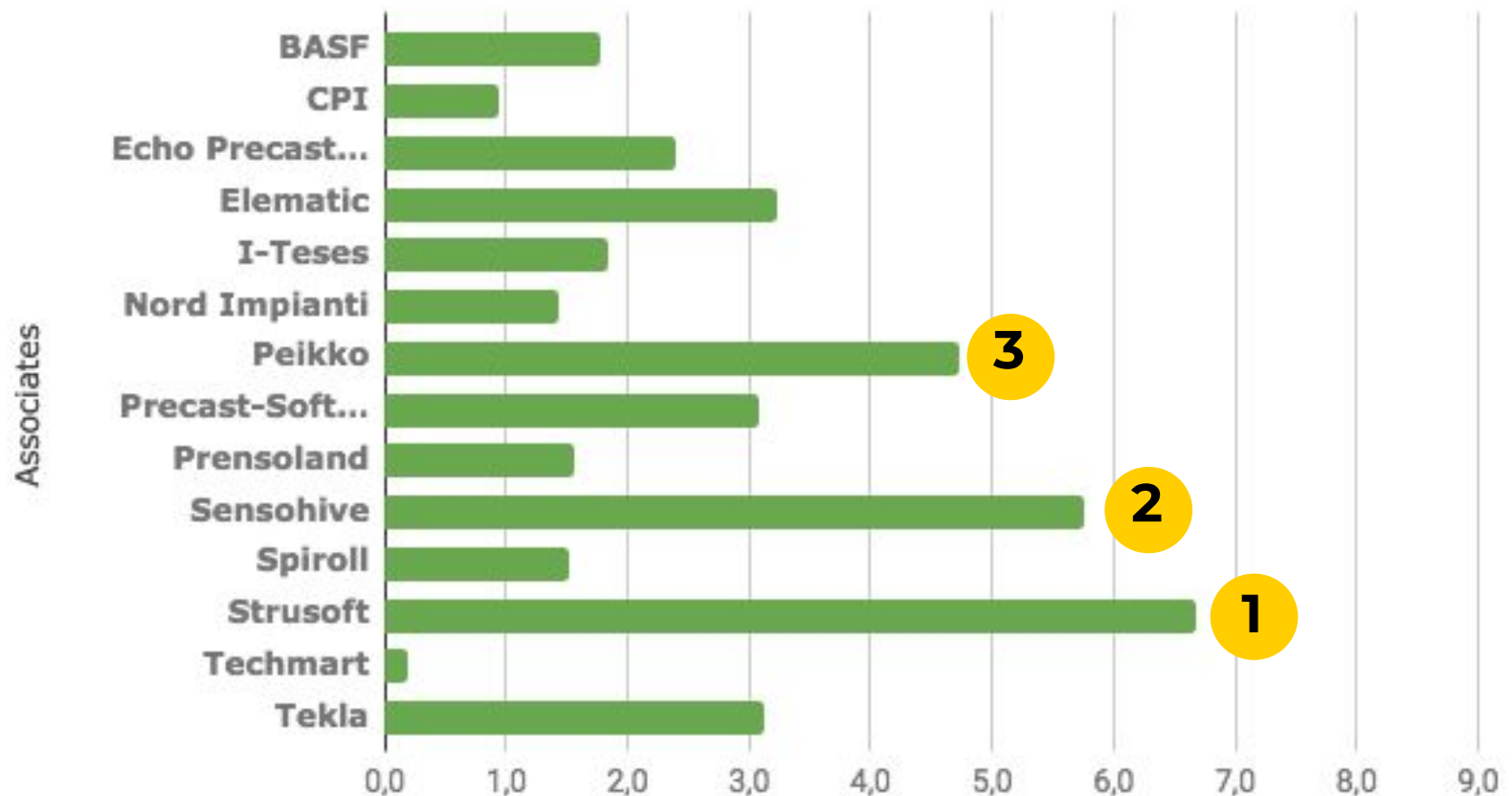
Økonomi	Økonomi og IT Chef	Jesper Ibsen	5217 1005 / 7217 1005	jib@contigatinglev.dk
				Faktura sendes til: e-faktura@contigatinglev.dk
Projektledelse	Projektchef	Henrik Jakobsen	5217 1002 / 7217 1002	hja@contigatinglev.dk
	Projektleder	Sven Engsnap	5217 1039 / 7217 1039	she@contigatinglev.dk
	Projektleder	David Strojek	5217 1056 / 7217 1056	dst@contigatinglev.dk
	Projektleder	Jacob Hentze	5217 1164	jhe@contigatinglev.dk
	Projektleder	Wolfgang Fitzau	5217 1160	wfi@contigatinglev.dk
	Projektleder	Duy Khanh Nguyen	5217 1153	dkn@contigatinglev.dk
	Projektleder	Henny Eskildsen	5217 1374	hes@contigatinglev.dk
	Projektleder Sjælland	Leif H. Odgaard	5217 1163	lod@contigatinglev.dk
	Projektleder	Mikael Riis Olesen	5217 10 04	mio@contigatinglev.dk
Salg	Salgschef	Teis Hedemand	5217 1010	the@contigatinglev.dk
	Salgskonsulent	Birgitte H. Madsen	5217 1067	bhm@contigatinglev.dk
	Salgskonsulent	Lars P. Nøbbe	5217 1062	lpn@contigatinglev.dk
	Salgskonsulent	Kenneth Bjerg	5217 1182	kbj@contigatinglev.dk
	Salgskonsulent	Dorle Hannemann	7217 1063	dsc@contigatinglev.dk
Marketing	Salgs- og Marketingkoordinator	Ilona Pilgaard	5217 1165	ipl@contigatinglev.dk
Salg				
Schleswig-HolsteinAdm, direktør		Karsten Rewitz	5217 1008 / 7217 1008	krw@contigatinglev.dk
	Salgschef	Teis Hedemand	5217 1010	the@contigatinglev.dk
	Salgskonsulent	Petra Petersen	0162 256 6163	plu@contigatinglev.dk
	Salgskonsulent	Dorle Hannemann	7217 1063	dsc@contigatinglev.dk

# **Strengths and weaknesses of IPHA associates webpages**



# General overview

The same comments on full members websites apply for associates websites.



# Examples

The best: <https://strusoft.com/>

Not “so good”:

<https://www.cpi-worldwide.com/en/>

**Some tips to turn our websites  
in our best business card**

## **We want our websites to be our best business card:**

We need to build trust.

We need to differentiate our company, products and services.

We want our websites to generate leads and commercial opportunities.

We might also think of our websites as a tool to make our clients more loyal.

Let's see some tips on how to do it.

# 1 Focus on users

Know the main profiles of customers, understand their roles, their expectations and needs.

# Focus on users

## Who is the customer? => needs

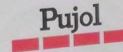
Main Contractor	Developer / owner	End user
<b>COMPETITIVE SOLUTION</b>		
Low price, price, price	Flexibility during use	Flexibility
Price / quality	Tender services	Operational costs
Reliability	Operational costs	Sales value
Health & safety	Concepts	Life time costs
Proven solution	Functional needs	Sustainability
	Sustainability	

Role of architect ?  
Role of engineering ?

Role of authorities; often giving min and max quality specs



in cooperation with





# Focus on users



Other targets: "walk-in", Big Jobs, Malls, Private Public Projects...

# Focus on users

Invest in 1to1 interviews

Make focus groups

Surveys on the website

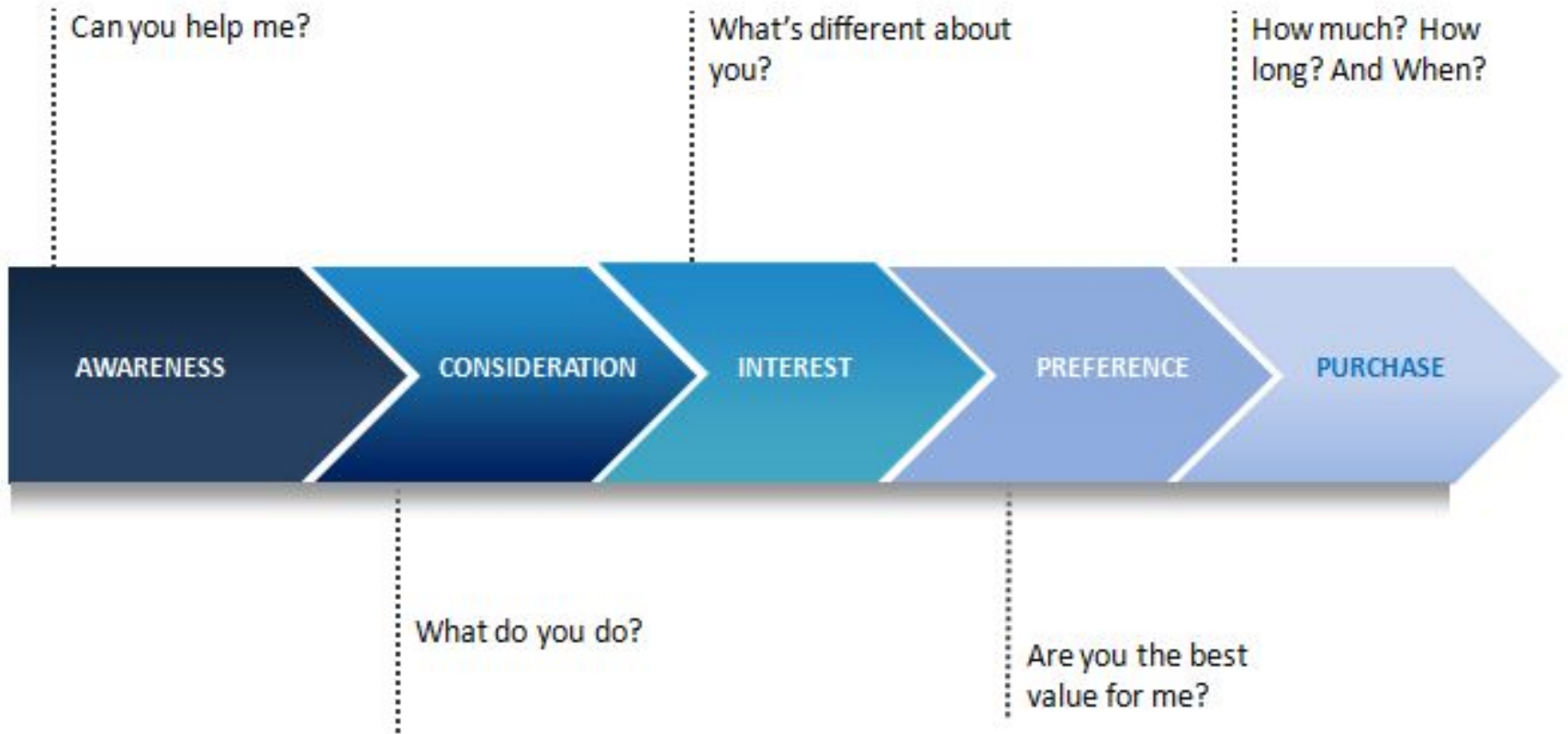
Web analytics

to understand behaviours, needs, expectations, their purchasing journey, and what do they expect on digital.

# 2 Be useful

Meet users' needs, along the whole user journey, even when they are already a client.

# User purchasing journey



# Be useful

Explain your USP, differentiate from your competitors (hollow core) and product competitors (cast in situ).

Benefits of competitors; cast in situ vs hollow core

Cast in situ Half slab Metal deck	Hollow core slab
Solid, continuous structure, earthquake	Faster building, longer spans
	Less water to the site
No ceiling joints	Better ceiling quality, less finishing
Sound insulation, tight structure	Requires good control, higher floor
Possibility for last minute changes	More predictable project
More own work for contractor	Lower total costs
Integration of services	Special products, good engineering

# Be useful

Map of the customer journey.

Digital touch points.

Less relevance of “about us”.

More relevance of “how can we help”,  
products, services.

Content segmentation.



# 3 Reduce friction

Think of the website as our best business card. Think of it as a the first touch point on the customer's journey.

# Reduce Friction

Invest in UX and design.

Less text (website is not just our brochure online).

More visual (video!).

Friendly (human?) forms.

Clear copy.

More recommendation.

Special attention for mobile version.

# 4 Focus on lead generation

The main KPI for our website is how many leads is generating, do we agree?

# Focus on lead generation

Make a profile of the user.

More contextual aid or contact information along the navigation.

Offer simulators: first budget, timings, visualize the output,...an email to get the report.

Newsletter (you need content).

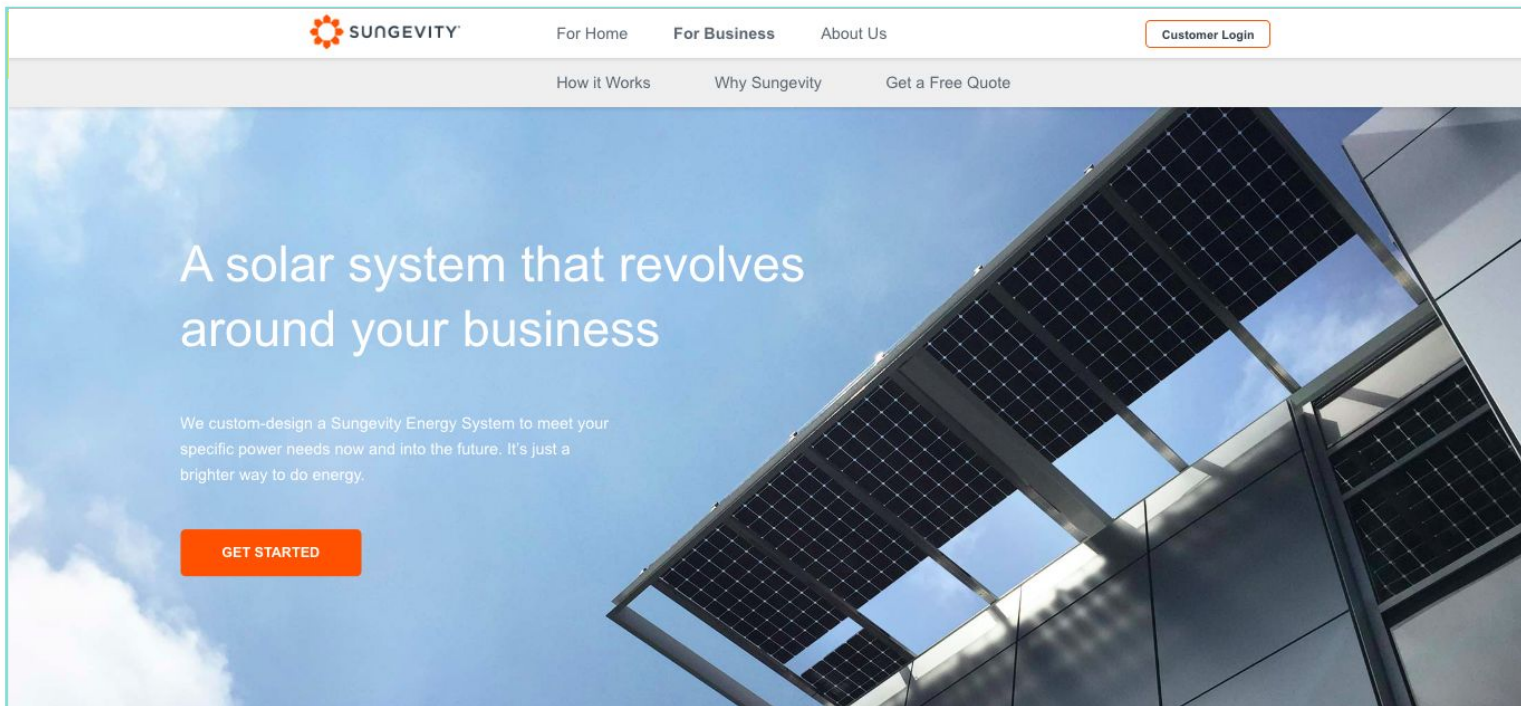
Login area with more service or increased features.

**Finally, a small  
recommendation**

# Sungevity.com

Sungevity's "product" is a seamless, personalized digital customer journey, based on innovative management of data about the solar potential of each home or business. Sungevity makes the journey so compelling that once customers encounter it, many never even consider competitors.

(Source: <https://hbr.org/2015/11/competing-on-customer-journeys>).



Invest in your business,  
not your utility

Contact Us  
[commercial@sungevity.com](mailto:commercial@sungevity.com)  
844-SUN-4BIZ (Toll-free)



**Any questions?**



**Thank you**