

Shimansky - Creating a personalised customer experience with Sitecore

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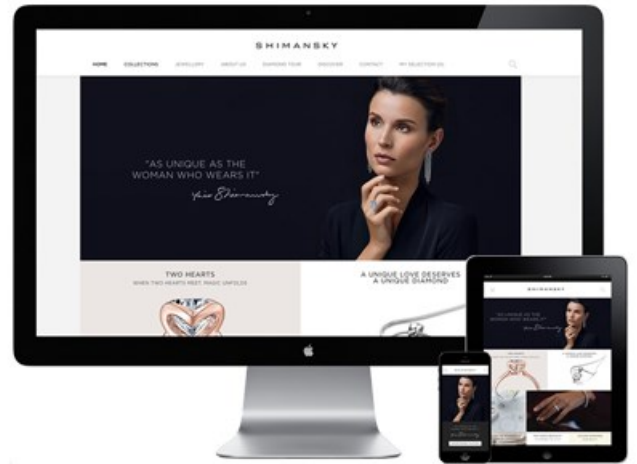
10 Nov 2016

Bluegrass Digital was tasked with the design and build of the new [Shimansky](#) website.

A key driver of the project was the implementation of Sitecore Experience Platform. This platform provided Shimansky with state-of-the-art CMS and marketing functionality and allows for a richer, personalised customer experience.

Bluegrass Digital is partnered with Sitecore and recommended the platform because it empowers clients to market in context of current and past customer interaction, across any channel and in real time.

Other special features implemented on the site include web forms for marketers (WFFMs), dynamic filters, custom search, pages built with blocks and personalisation, but to name a few.



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Shimansky is a respected international jeweller known for its unique and clean designs.

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Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

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