



HomeServe

CASE STUDY

Protecting Homeowners & Providing a Great Online Experience

Client
HomeServe USA / Total
Home Warranty

Project
www.homeserveusa.com/talhomewarranty

Industry
Professional Services

Platform
 **SITECORE**

For over 15 years, HomeServe USA / Total Home Warranty has helped 4 million homeowners both in the U.S. and Canada protect themselves from costly expenses associated with HVAC, sewer, water and electrical repairs, by providing best in class home warranty plans. The company takes great pride for its customer first culture and works with a vast network of professionals to deliver top quality repair solutions.

Challenges

HomeServe needed a website that brought together a comprehensive and easy to navigate user experience for consumers that would provide them with valuable educational resources about the benefits of home repair protection plans. The digital solution also needed to give consumers the ability to make warranty purchases

online. Because HomeServe serves such a vast marketplace, there was also a need to personalize the buying experience with regard to both product selection and pricing. Due to the home warranty industry being very dynamic and the marketplace changing regularly, the website needed to be versatile enough to adapt to customers' expectations.

Solutions

HomeServe worked with Americaneagle.com to develop a digital solution that would provide a tailor fit

ecommerce experience that would both meet the needs of consumers and accomplish the sales and marketing goals of the organization. In addition to the website providing a vast amount of educational resources on home repairs and details about what each warranty plans covers.

Americaneagle.com integrated Salesforce into Sitecore, which has been utilized extensively for lead generation, warranty purchases and the customer self-service portal. Customer information is gathered and stored through a collaboration between Salesforce and Sitecore and this data is being used by HomeServe's customer service agents to help consumers purchase plans. This technology also plays an important role during the online sales process, as the available ecommerce warranty products are managed and stored in Salesforce and tied into the Sitecore check out tool.

Americaneagle.com also implemented the payment plug in Chargent to help manage the warranty purchase process, Avalara AvaTax to calculate sales tax per state, as well as the payment gateway CyberSource.

The partnership with HomeServe has produced a website that provides an outstanding and comprehensive user experience for consumers who want to avoid costly home repairs by purchasing a home warranty. Through seamless integrations between Sitecore and other innovative technologies, HomeServe is providing a very satisfactory online journey for customers.

Features

- Warranty Plan Overviews
- Informational Resources
- Zip Code Based Pricing Tool
- Member Self Service Portal
- Salesforce Integration
- Ecommerce



“Americaneagle.com developed a website for us that has really made it easy for consumers to gather information about repair plans and purchase our products. The integration with Salesforce is helping us maintain a high level of engagement with our customers.

HomeServe / Total Home Warranty

