



Community connection distinguishes Taikoo Place in Hong Kong

Swire Properties leverages Sitecore to deliver timely, targeted information across web, mobile, and kiosk digital channels

Industry: Real Estate • Founded: 1972 • Employees: 5,000+
Headquarters: Hong Kong • taikooplace.com

Swire Properties develops and manages properties in Hong Kong, China, Singapore, and the United States. Publicly traded on the Hong Kong stock exchange, Swire Properties announced 2018 revenues of HK\$14,719 million. Taikoo Place is one of Swire Properties' flagship developments, one of Hong Kong's best-planned business hubs.

The Challenge

Managing 29 million square feet of space across commercial, retail, hotel and residential properties, Swire Properties has a particular focus on mixed-use developments in prime locations at major mass transportation intersections. Taikoo Place provides local and multinational corporations in Hong Kong with more than 6 million square feet of state-of-the-art commercial space, along with a wide range of cosmopolitan business and leisure amenities.

Swire Properties wanted to attract tenants to the complex – which lies a short distance from the central business district – and retain them by providing a rich customer experience of community.

The company believes an attractive work environment filled with engaging wellness and cultural events has a positive impact on employee productivity, contributing to successful business and growth for tenants. From yoga classes to cooking workshops and business panel discussions, events are promoted through digital portals, along with the registration process, to enhance the tenant community.

Swire Properties communicates with tenants and visitors across multiple channels. The Taikoo Place website features general property information, event listings, promotions, and a lifestyle magazine. The Taikoo Social app pushes timely content to mobile devices, to engage users' participation in a wide spectrum of activities that differentiate Taikoo Place from other commercial hubs. Kiosks throughout Taikoo Place serve as the wayfinding guide and tenant directory, as well as a promotion billboard to catch visitors' attention.

To deliver all these accurately and efficiently, Swire Properties aimed to streamline, align, and target its omnichannel content distribution.

30,000

Taikoo Place office workers connected via a digital community

87%

Growth in active mobile app users

35,000+

Mobile-app downloads

// Taikoo Place has nine Grade A office buildings with a tenant population over 30,000. With Sitecore, tenant-focused content can easily be accessible across multiple digital touchpoints.”

– Fion Tse, *Digital Marketing Manager, Swire Properties*

The Sitecore Solution

Swire Properties has used Sitecore since 2010 to simplify digital content management across its global brands. Recently, it worked with Sitecore partner Tekcent to upgrade to Sitecore® Experience Platform™ (9.1) on Microsoft Azure Platform as a Service (PaaS) – and to leverage the solution for Taikoo Place.

Integration with Salesforce Marketing Cloud drives marketing automation, using customer analytics to run promotional campaigns via email, text messaging, and targeted push notifications. Integration with Google Analytics and Facebook broadens social media reach.

Swire Properties needed to accelerate its mobile app releases. Tekcent architected a re-platforming to Microsoft Xamarin and implemented DevOps using Visual Studio Mobile Center for user-interface testing and release management. Sitecore provides the headless application programming interface (API) infrastructure for fast, secure mobile app deployment.

Sitecore Experience Editor enables content visualization during the data entry stage and helps administrators adjust if appropriate. Sitecore security features control access to site content and capabilities.

The Outcome

After updating Taikoo Social capabilities with Sitecore, Swire Properties saw an 87% leap in active users of the mobile app in 2018. It counts over 35,000 downloads so far, with 1,000 new ones coming onboard monthly.

Omnichannel integration has enabled highly successful use cases. A recent campaign to drive acquisition attracted users with an interactive kiosk game. Players were asked to scan QR codes to activate the game, enabling Swire Properties to track responses and app downloads. The campaign generated more than 4,000 new downloads within two months.

Another campaign – including airline mile rewards – went viral, meeting the one-month campaign’s KPI of 2,000 app upgrades in merely two hours.

With Sitecore, Swire Properties has accelerated its mobile app build release time from one hour to 10 minutes – paving the way to ongoing innovation in promotional campaigns and customer offerings.

“The benefit to the Taikoo Place community is the omnichannel experience, getting the same information in real time across multiple touchpoints,” said Anton Pham, Tekcent founder and technical director. “The benefit to Swire Properties is that all of this is streamlined; content is created just once and reused as needed across the mobile app, website, and interactive kiosks.”



Success Snapshot

- Sitecore® Experience Platform™ (9.1 on Microsoft Azure PaaS)
 - Unify content management across Swire Properties brands
 - Differentiate Taikoo Place from commercial-hub competitors through community engagement
 - Engage users’ participation in a wide spectrum of activities
 - Communicate in real time through web, mobile app, and interactive kiosks
 - Deliver event notifications, marketing promotions, visitor and tenant services
 - Streamline content delivery to create once, push to multiple channels.
- Sitecore Experience Editor



Tekcent is a leading digital solutions partner in Hong Kong, and winner of the Sitecore Experience Award for Best Use of Omni-Channel.

As a digital solutions leader, Tekcent provides consulting, technology, and operations solutions that improve customer productivity, increase efficiency, and spearhead innovation. Tekcent manages projects all the way from architecture and design to build and delivery, with long-term support.

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