



## Corvelle Management Consultants

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### **Corvelle Service Description – Homebuilder’s Web Portal**

Corvelle has recently executed a successful web portal planning and vendor selection project for a major Western Canadian homebuilder.

#### ***Business Value***

The business value of a web portal is to improve the ability of prospective home buyers to:

1. Easily access the homebuilder’s products, services and value proposition.
2. Review available locations, plans and options.
3. Select preferred locations, plans and options to produce various priced scenarios before approaching a sales office.
4. Communicate more effectively with the homebuilder regarding status of contracting, design, construction and service.

#### ***Additional Business Benefits***

In addition to enhancing the customer relationship, the homebuilder’s web portal also:

1. Captures prospect information for marketing purposes.
2. Streamlines the sales process which enforces consistent and efficient sales procedures. The system includes *remote* capture capabilities of sales and contracting information and automatic generation of related documents.
3. Integrates internal accounting, construction, sales and customer application systems through the website. This allows for faster distribution of new products and services with fewer errors.
4. Communicates with trades and suppliers by providing purchase order, schedule and status information.

#### ***Audience***

Developing a web portal will typically interest all senior executives of major companies in the homebuilding industry.

#### ***Industry Background***

Over the last ten years the world has witnessed the introduction and exponential growth of Internet and e-commerce. E-commerce has become a major force in changing the way many industries market to and service customers. For example, in the automotive industry you can now review and select a vehicle, add options, order and track the manufacture of the vehicle; all remotely without ever going into a show room.

We add value to our clients' investments in information technology

Stable and more cost effective technology now allows the same concepts to be applied to the homebuilding industry. The static website of several years ago is now perceived as boring by prospective customers. It is no longer competitive in building market share.

### ***Approach to Executing a Homebuilder's Web Portal Project***

An effective approach to executing a Web Portal Project is to define and execute the following phases:

1. Assessment
2. Scoping & Planning
3. Requirements Definition
4. Vendor Selection
5. Design
6. Development & Implementation
7. Post Implementation Review

For organizations that are unsure about the value of executing a Web Portal Project, performing the Assessment and Scoping & Planning phases only will provide a useful perspective on the this question.

### ***Typical Scope***

The typical scope of a Homebuilder's Web Portal Project may consider the following:

1. Application Systems
  - a. Accounting
  - b. Construction
  - c. Sales and Contracts
  - d. CRM
2. Databases
  - a. Products and Pricing
  - b. Prospects
  - c. Customers
  - d. Corporate
3. Communications and Infrastructure
4. Web Portal Hosting
5. Support