

30% HIGHER ENGAGEMENT, 40% MORE ORGANIC ENQUIRIES FOR BIRLA TYRES

Viacon partnered with Birla Tyres to revamp their digital presence, improve site health, and drive measurable results—achieving 30% higher user engagement and 40% more organic class enquiries.

BIRLA
TYRES

Unbeatable!



30%

Higher User
Engagement



40%

More Organic
Enquiries



20%

Lower
Bounce Rate



3X

Content
Publishing
Workflow



ABOUT THE PROJECT

Birla Tyres allied with Viacon to overhaul their digital interface and site health, aiming for 30% higher user engagement with a 40% upsurge of organic class enquiries. The flamboyant project, powered by **Strapi** and **Next.js**, delivers better product discovery, easier content management, and marks Birla Tyres' market reentry with new promoters.



KEY CHALLENGES



Poor UI and Navigation

The existing website had a poor navigation UI with no smart product searching feature.



Low Outputs

Site engagement was low, and bounce rates were exceptionally high, leading to negligible new lead generation.



Ineffective Campaigns

The marketing team was unable to update or moderate content without the developers' intervention, which slowed down campaign execution.



No SEO Optimization

The website wasn't SEO checked. The site's content qualified for no SEO checks, resulting in low organic traffic and even lower online visibility.



No Modular Architecture

The legacy system had no localization optimization and supported no modern tools, adding to the challenges of global scaling.



PROPOSED SOLUTIONS



Developed an upscaled and agile website using **Next.js**, prioritizing a mobile-first interface and swift loading.



Our chief developer curated a headless CMS using **Strapi** for seamless content management, allowing the marketing team to upload or modify content on website.



Designed a custom search filter with smart product prompts, helping customers to find a tyre they want, based on vehicle type, size and utility.



Incorporated advanced SEO metrics, leading to better search ranking, **30% higher engagement rate**, and **40% more organic search inquiries**.

OUR PROCESS

01



CONCEPTUALIZATION

We started the project with detailed stakeholder interviews, prominent research, and a detailed competitor analysis. We also mapped user journeys themed “**Find a Tyre**”, and created elaborate personas to ensure user needs were accommodated.



02



DESIGN

Based on insights from the last phase, we developed a **mobile-first UI** and created the **Figma** wireframe. Our stress points were quick product discovery, a seamless search filter, and additional UI features resonating with our client brand.



03



DEVELOPMENT

We created the front-end design over **Next.js** for better performance and generated a headless CMS with **Strapi**. This modular infrastructure will help **Birla Tyres’** marketing team to manage content without the intervention of developers.



04



QUALITY ASSURANCE

Our development and Q/A team ran detailed usability testing and fixed bugs. Multiple iterative design improvements were also launched. The results – **20%** lower bounce rate, **40% more class enquiries** and **30%+ user engagement**.





COMPETITOR ANALYSIS

Our client demanded a multifaceted website improvement. We brainstormed the best features and potential upgrades to revamp the website. We also dug deep to carry out elaborate **competitor research**. Scanning the frontline competitors, we created a checklist of unique **UI/UX** features Birla Tyres was missing.













USER PERSONAS



James Smith

Designation: Content Manager

Age: 30 | **Experience:** 5 years

Team members handled: 7

Tools: CMS, SEO and Analytics

Expertise: Content Strategy, SEO and team management



PAIN POINTS

- Challenges in updating auto descriptions across several channels
- Finds it challenging to manage and optimize search visibility across Tyre products



USER OBJECTIVES

- Needs a centralized system for well managed and well distributed content
- Demands high end tools for optimizing product search
- Need better team communication and seamless workflow



Sarah Lee

Designation: Marketing Head

Age: 35 years | **Experience:** 6 years

Tools: CRM, social media and email marketing

Expertise: digital campaigns, brand promotions and social media



PAIN POINTS

- Finds it hard to manage marketing content
- Misaligned between marketing and sales
- Finds it hard to track results of marketing campaigns



USER OBJECTIVES

- Improved system for better content optimization and access
- Use better analytics to upgrade marketing initiatives
- Enhance coordination between marketing and sales team



TECHNOLOGY STACK



Next.js



Strapi



React


Google Analytics
& Google SEO


Vercel



Digital Ocean

RESULTS

30%

Higher User Engagement

More users flock to Birla Tyres' website, increasing sales conversion, potential customers, and new leads.

**20%**

Lower Bounce Rate

Improved site load speed and server strength allowed seamless surfing and product scrutiny on the website.

**40%**

More Class Enquiries

Constructive product feedback will lead to the generation of actionable roadmap.

**3X**

Content Publishing Workflow

An integral content ecosystem will improve SERP ranking and increase social shares.

**WHAT BRINGS YOU
HERE TODAY?**

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Exclusive Deal!

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