



A Retail Makeover and Scalable Future for Rhea Lana's with Progress Sitefinity

CASE STUDY

Rhea Lana's®

INDUSTRY
Consumer Goods

PRODUCT
Sitefinity

SUMMARY

When children's consignment powerhouse, Rhea Lana's, needed a fresh start for its website to drive growth, it chose Progress Sitefinity.

Challenge

Rhea Lana's is an award-winning children's consignment event business with over 100 franchises in 22 states. The company is an empowering training ground for mom-led businesses, helping families earn income from selling gently-used children's items at Rhea Lana's local consignment events.

Built on a home-grown content management system (CMS), Rhea Lana's platform lacked the calendaring and mapping features needed to organize Rhea Lana's vast network of franchisees and 180 annual pop-up retail events.

"We needed our new website to help our franchisees grow and build their businesses," said Rhea Lana Riner, Founder and CEO, Rhea Lana's. "It had to be aesthetically pleasing to our mom owners and be easy to use for both franchise owners and our corporate team making regular content updates."

For Rhea Lana's to continue servicing its audience of non-technical franchisees—and attract new ones—it needed a new website. And fast. It had to launch in time to unveil it at their annual owner's conference.

Solution

The company turned to implementing partner MHP Team SI. Given the tight timelines, ease-of-use requirements and critical API integrations with its point-of-sale (POS) system, MHP Team SI narrowed its search to Progress® Sitefinity®.

"Sitefinity makes it so much easier to manage content," said Alex Hood, Chief Technology Officer, MHP Team SI. "Other systems are developer friendly, but the page editing and content organization experience is lacking for clients. We didn't want that to happen to Rhea Lana's, so Sitefinity was a clear choice."

The new solution integrates with the company's POS system to enable franchisees to log in and price each item for sale. It also integrated with Google Places. The site features a script to auto-detect a visitor's location and connect them with a list and a map of their local events—right on the home page.

"Sitefinity makes it so much easier to manage content."

Alex Hood,
Chief Technology Officer,
MHP Team SI

The new, streamlined customer journey removed several navigation clicks from the prior web experience to drive users to key conversion points. Users can independently publish content and manage inventory without reliance on IT.

Results

The entire project from start to finish took only 12 weeks, an astonishing feat considering the integration complexity.

The technical team was equally pleased, “One of the reasons we chose Sitefinity was because of the CI/CD process,” said Hood. “We’re a data company. So, the ability to look at the data—session recordings, heat maps, client feedback, and use that to inform updates is very important. We’re able to use Microsoft AZURE, Visual studio Team Services or AZURE DevOps to push out code changes to staging and production with minimal time frames and no downtime.”

Rhea Lana’s KPI’s demonstrated measurable success:

- 17% Increase in unique pageviews
- 13% Increase in sessions
- 8% Increase in users

Ahead, the company looks forward to further exploring personalization and optimizing content using A/B Testing with Sitefinity Insight. Because the current corporate site links off to individual franchise sites, the company will also be looking into using Sitefinity multisite capabilities.

“I wanted it to work. Work fast, work smooth, so the technology is actually empowering our female franchisees to build their businesses. Sitefinity has really helped us do all that and more.”

Rhea Lana Riner,
Founder/CEO, Rhea Lana’s

“The feedback has been very positive,” said Riner. “When you don’t hear any complaints, that’s good in my book. We’re very pleased with both the site—and Sitefinity.”

About Rhea Lana’s

Over the last 20 years, Rhea Lana’s has grown to a nationally recognized, award-winning organization with 100 franchises, in 22 states and counting. Rhea Lana’s started as a business to serve young families and has experienced tremendous growth by offering families the chance to earn a paycheck by selling outgrown and gently used items.

About MHP Team SI

An award-winning marketing agency, MHP/Team SI is a fully integrated communications firm providing 800+ clients with results-oriented strategies for marketing, advertising, public relations and online/digital.



Learn More:

www.progress.com/sitefinity-cms

About Progress

Progress creates leading platforms for developing high-impact business applications. Progress offers powerful tools for building adaptive user experiences across any touchpoint, a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer and network monitoring. Over 1,700 independent software vendors, 100,000 enterprise customers and two million developers rely on Progress. Learn about Progress at www.progress.com or +1-800-477-6473.

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