CMA NOUVELLE-AQUITAINE CUSTOMER TESTIMONIAL

From public-focused CMS to E-commerce growth platform: A digital transformation journey

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Summit 2026

Context & Stakes

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WHO WE ARE

CMA Nouvelle-Aquitaine

The Chamber of Crafts of Nouvelle-Aquitaine is a regional organization combining public missions and private services.

Our Audiences:

- Established entrepreneurs and artisans
- Business creators
- Apprentices and career-transition audience
- Institutional partners

Equivalent organizations across Europe :

Handwerkskammer in Germany,
Confederación Española de Organizaciones Artesanas (CEOA) in Spain ...

21 CMA throughout France
300 service centers nationwide

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INITIAL CHALLENGES

Context and Stakes

High Fragmentation

23 distinct websites prone to duplicate content with no unified governance

Growing Technical Debt

Product Information managed via Excel files and unscalable infrastructure

Evolving Public Structure

1. Support change throughout the regionalization process : Moving from 12 departments to a regional organization
2. Transition from a fully public institution to partly private services

Central Strategic question

How to design a unified digital platform that can evolve with our organization, our users, and new technologies ?

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INITIAL CHALLENGES

Strategic Vision

More Than Just a Website

Unique and Long-Term Web Ecosystem

Conceived and supported by our general management and elected officials

Scalable and Evolving Architecture

Ability to adapt to organizational transformations

Legal Constraints

Compliant with legal and regulatory constraints

Customer oriented Vision

Investment in a platform at the service of Artisans

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The Project

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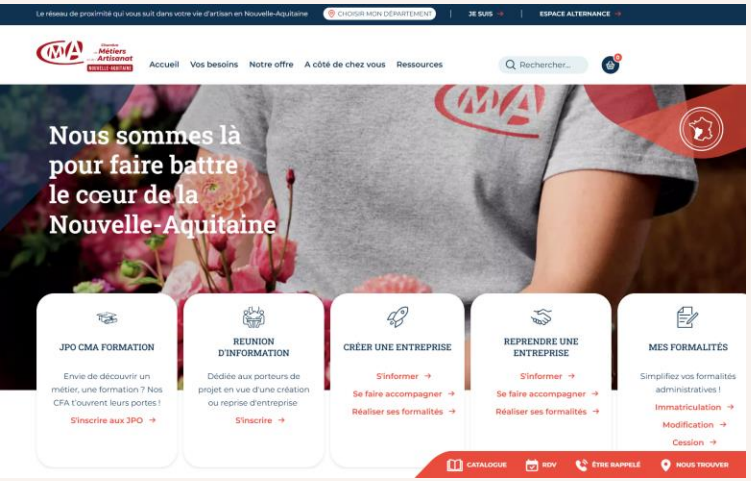
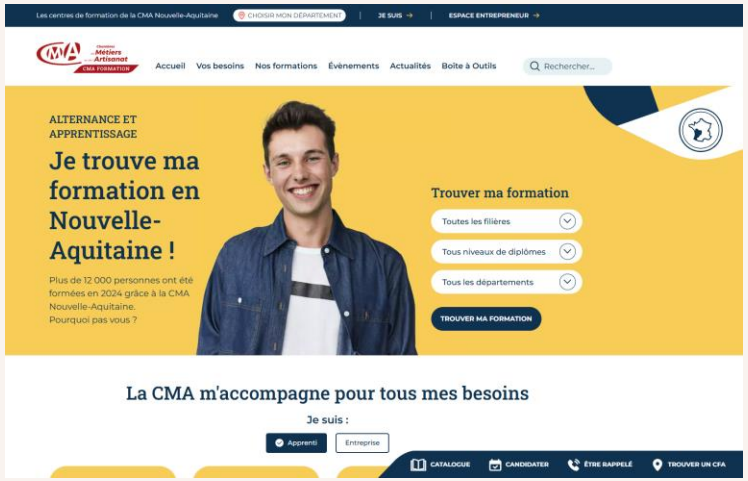
KEY STAGES

From MVP to Final Product

MVP



V2



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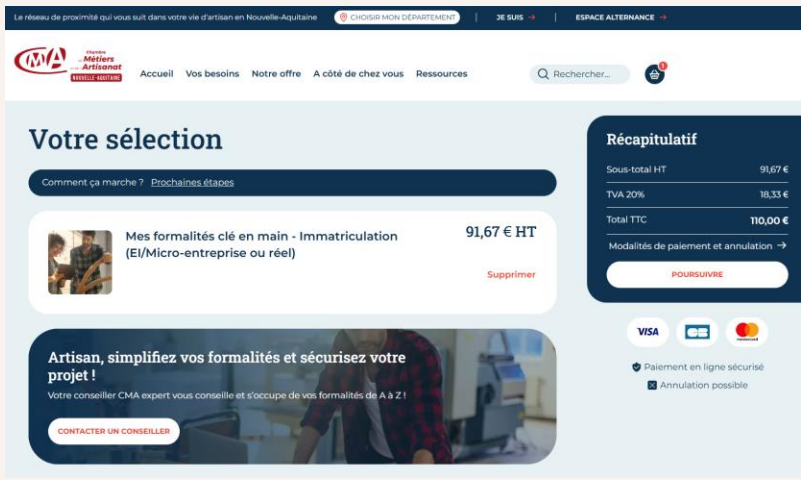

Business & Organizational Benefits

Unified digital ecosystem I Improved content consistency I Faster updates & deployments I Increased team autonomy I Reduced technical debt I Higher conversion rates

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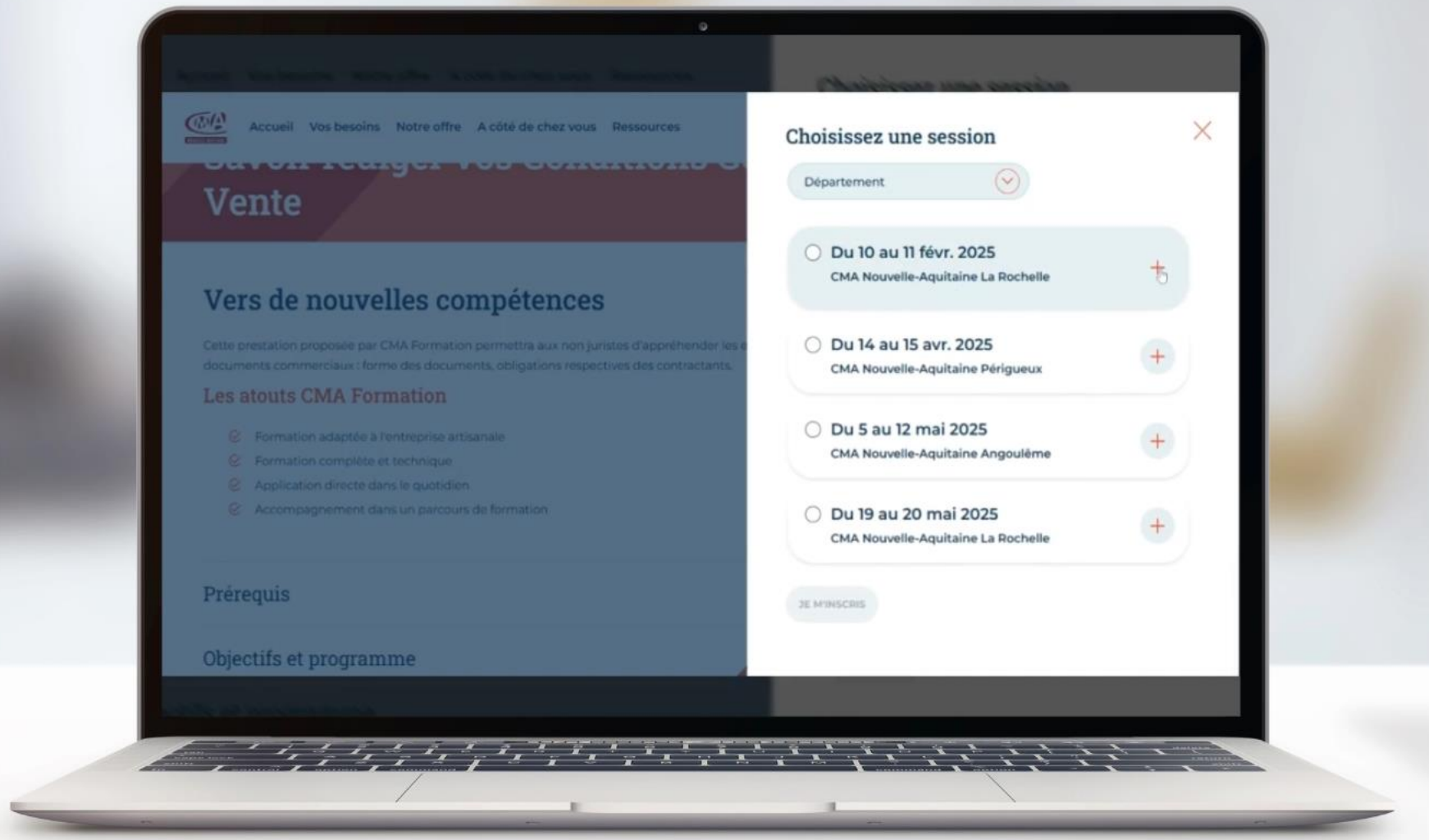
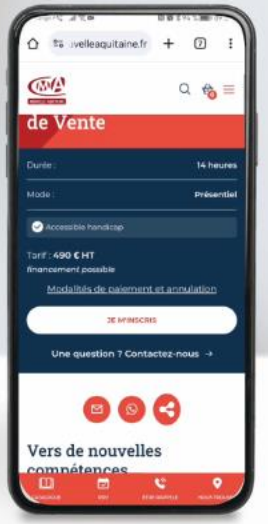
First e-commerce Chamber of Crafts website

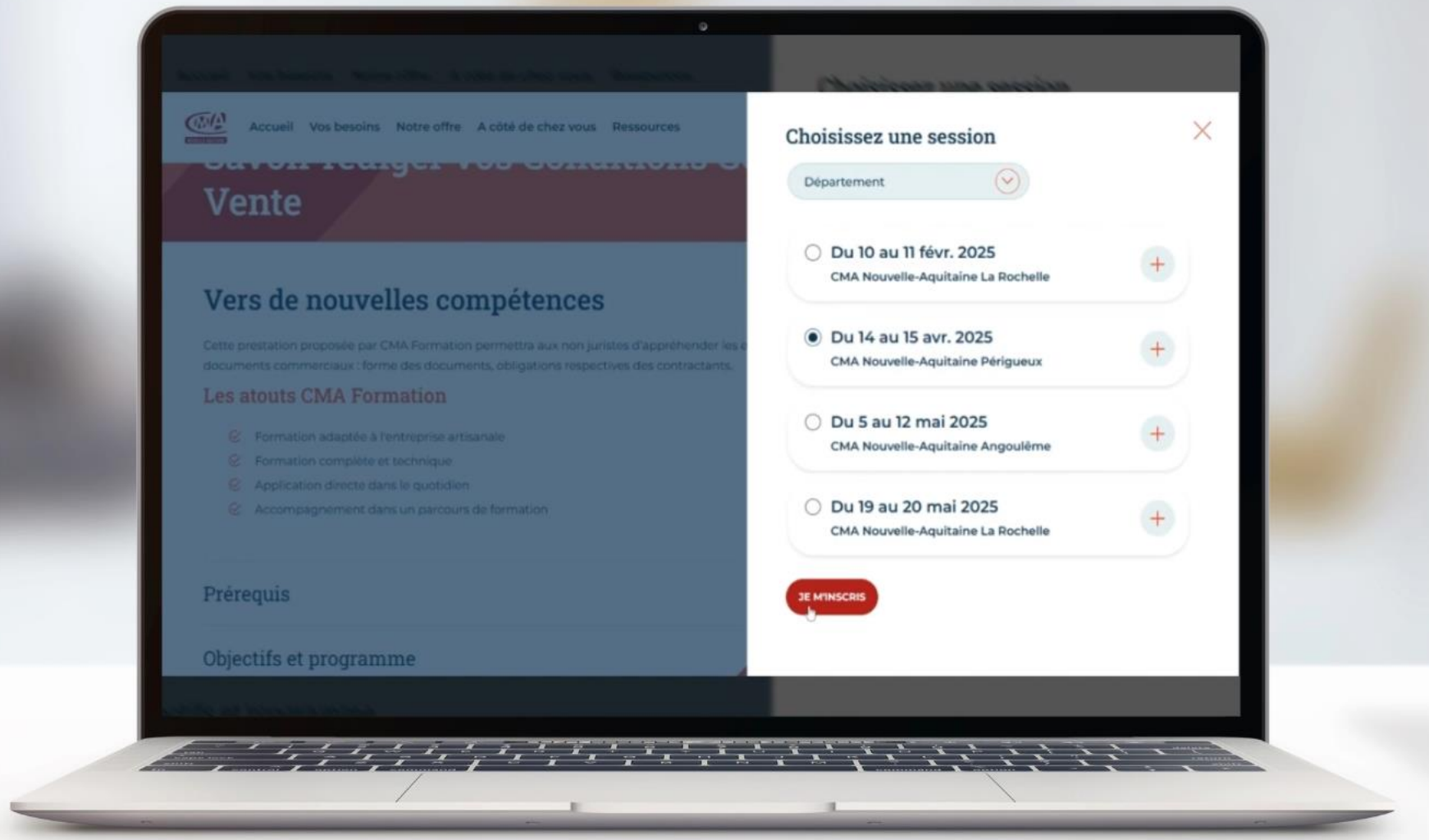
Purchase services 24/7

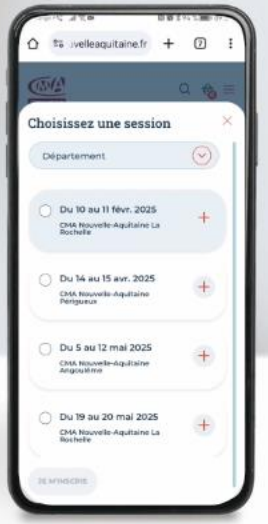




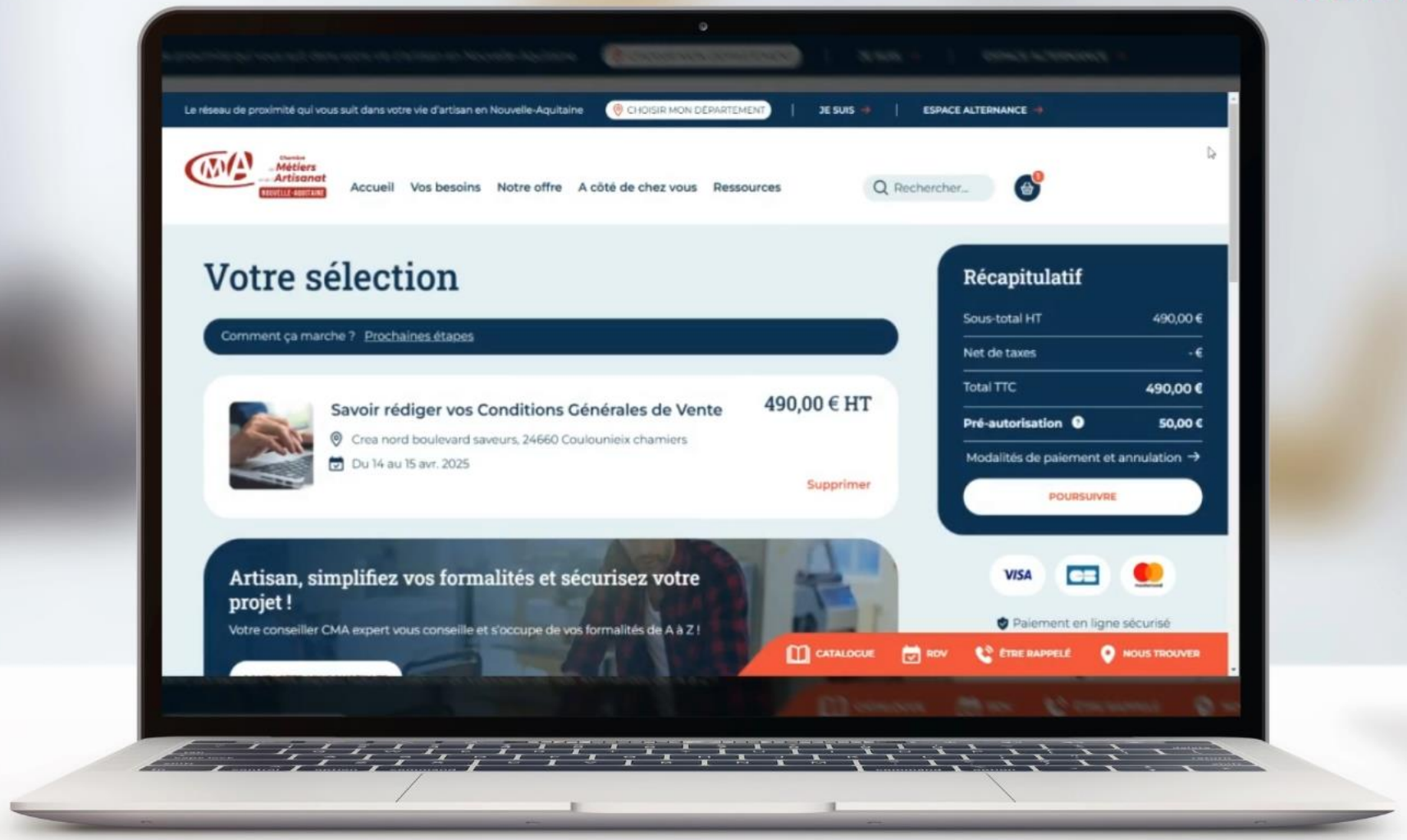
Already 1 500+ orders

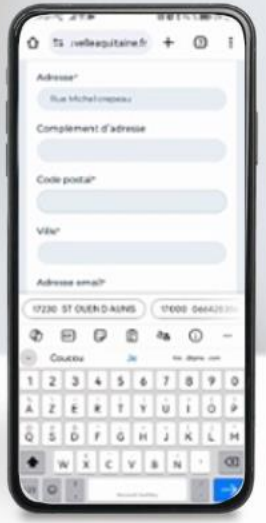
First order within an hour !





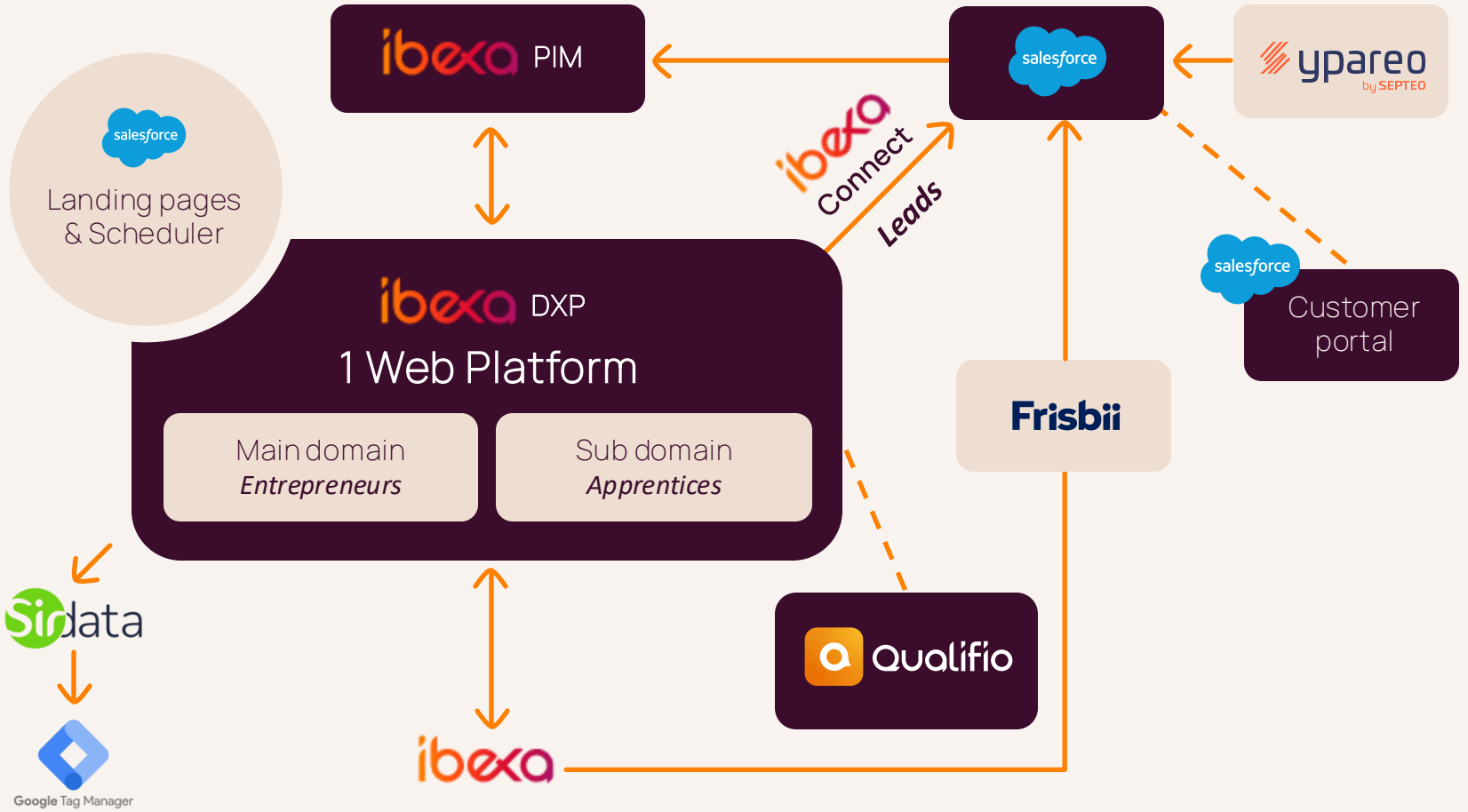
A range of e-commerce services, trainings and support offerings available...

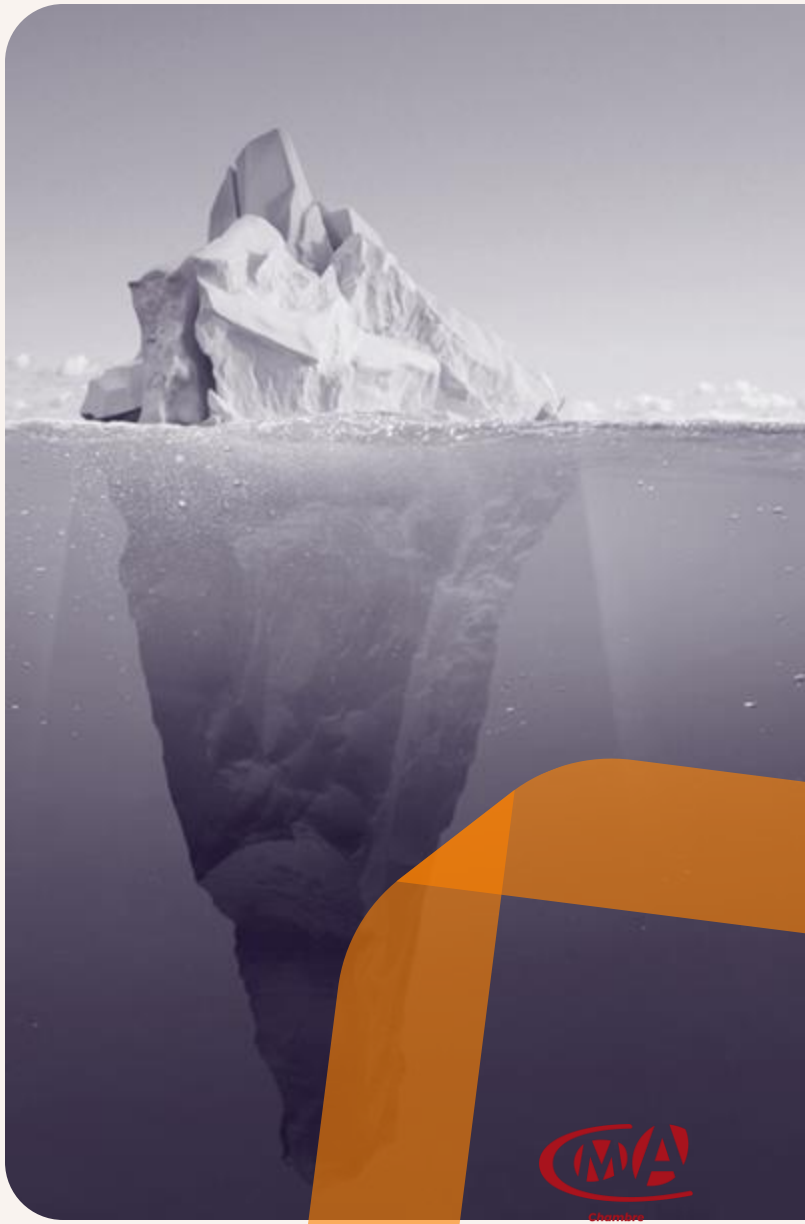




TECHNICAL SOLUTION OVERVIEW

Architecture Focus





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BUILD AND RUN OVERVIEW

Key Success Factors

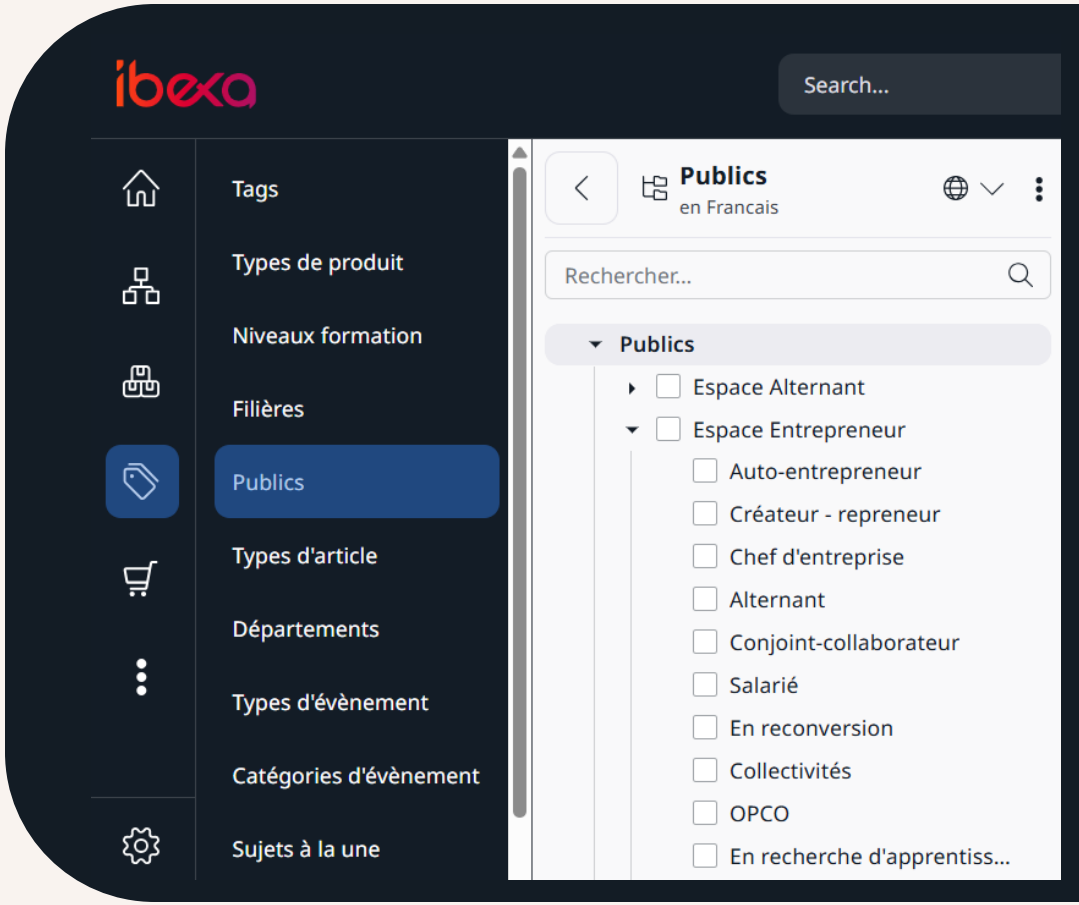
Efficiency through unified data architecture and governance

Information Architecture

- ***Unique Back Office*** access for the whole platform + native PIM as the single source of truth
- ***Shared taxonomy*** for dynamic contents and cross-selling.

Content Administration

- ***Custom roles and governance*** to ensure controlled access for non-technical users.
- ***Single sign-on*** for a secure and seamless connection.



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BUILD AND RUN OVERVIEW

Key Success Factors

- Clear initial positioning
- Agile delivery cycles
- Progressive deployment
- Continuous alignment

Our 2.5-year transformation project in collaboration with Almavia CX is built upon a ***strategic approach*** designed for ***successful execution and agile adaptability***.

Methodology: Water-Scrum-Fall approach « Agile — with seatbelts »

WHAT WE ACHIVIED

Supporting Change

10K+

Working Hours

Total project investment across all phases

100+

Employees, Artisans and Elected officials

Involved in the project, focus groups included

60

Project Committees

Cross-functional teams driving strategic decisions

80

Mock-ups

Design refined through user testing

50+

Back-end users

Technical and non-technical users with custom roles

With a unified brand guideline and comprehensive SEO strategy, we established a foundation for sustained digital growth and enhanced customer engagement across all touchpoints.

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WHAT WE ACHIVIED

Measuring Success

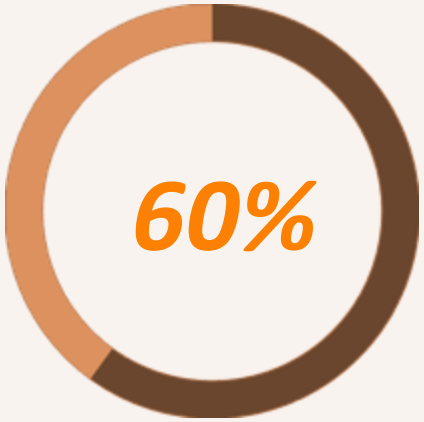
1 500 +
Purchases in a year

9 000 +
Online appointments

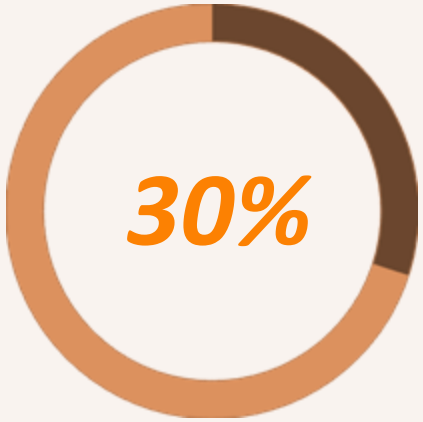
600 +
SEO contents

3 000 +
Downloaded resources

1 First E-commerce CMA website integrating complex products and purchasing options



Year One Growth
Lead acquisition increase



Year Two Growth
Additional expansion

Revenue Growth
Web marketing-driven revenue doubled

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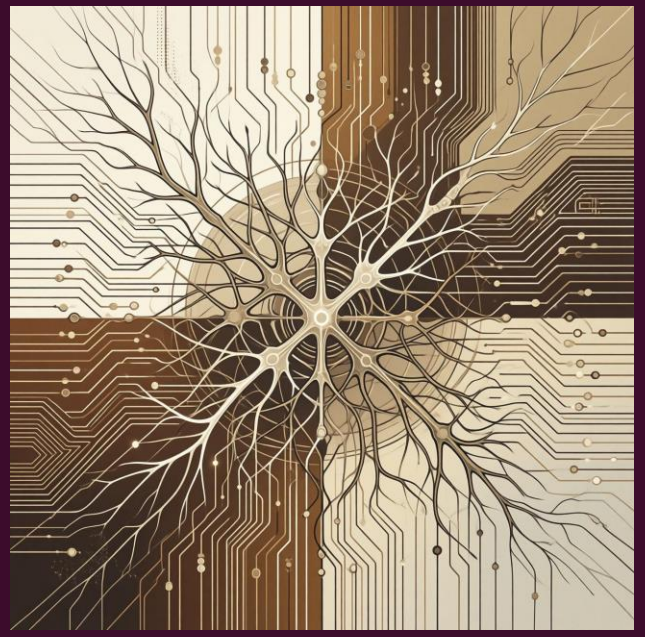
WHAT'S NEXT

Next Evolutions

Our digital transformation journey continues with strategic enhancements designed to elevate customer engagement and drive business growth :



AI optimizations

From "search engine friendly" to AI-consumable.

Chatbot

Complete the user journey - powered by Genii.

Gamification

The next engagement layer, with Qualifio.

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The moment you feel like you have arrived,
you're starting the journey again.

- Jay Shetty -

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Thank you

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2022-2025

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