

# Property24 wins Best Classifieds Website award

Property24 has recently won the Best Classifieds Website award at the 7th annual South African eCommerce Awards. Property24's website scored an overall rating of 91.1/100, based in part on its easily navigable user interface, as well as its ability to generate accurate search results.



Award winners were selected based on their ability to leverage the Internet as a platform for commerce, with both the public and an expert panel from Jump Internet Technologies scoring nominees based on a series of criteria. More than 114 000 unique votes were received in a month, with websites being assessed on everything from design to customer support.

Independent design company Druff Interactive, which partnered the awards committee to assess websites in terms of their look and feel, also scored the property portal favourably, identifying its intuitive, clean layout as a key strength.

Property24's state-of-the-art WAP site, which has served to increase user traffic exponentially since its launch in late 2011, was also singled out for its ability to mirror effectively the efficiency of the desktop site across a wide variety of handsets.

## A seamless and enjoyable experience

Property24's GM, JP Farinha, expressed excitement at the news, citing the company's unique approach to customer service as a major contributing factor to its ongoing success: "The site was developed with our users in mind, with the aim being to create a seamless and enjoyable experience for buyers, sellers and estate agents alike. Being honoured with an award like this is incredibly gratifying, particularly as the public had a large role to play in the voting process, and it's encouraging to see that we are effectively delivering a service that the South African consumer wants."

Having in excess of 30 000 Facebook fans and a growing contingent of Twitter followers, Property24 also scored full marks for its social media offering. The company has successfully harnessed these platforms to provide its expanding user base with a relevant and up-to-the-minute information database. Social networks have also proved instrumental in Property24's ability to provide rapid resolution to customer queries and issues.

"Social media is rapidly becoming a preferred avenue for customers, both as a means to seek out information, and as a channel through which to have their voices heard," said Farinha. "As a result, we've put a lot of time and effort into developing our social media identity, interacting regularly with users so as to give them ample chance to have their say."

For more information about the South African eCommerce Awards, go to [www.ecommerceawards.co.za](http://www.ecommerceawards.co.za).

For more, visit: <https://www.bizcommunity.com>