

IVIS Group powers-up Scottish and Southern Energy plc websites

IVIS Professional
Services enhance
web design and
development
process

press release
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IVIS Group, the multi-channel experts, today announced that it helped Scottish and Southern Energy plc (SSE) ensure it can deliver accessible and usable websites for all of its customers. This solution was delivered using IVIS Group's proven IVIS Professional Services, a range of multi-channel consulting and delivery services.

Highlight benefits:

- Improved web accessibility by 400% using in house measures
- Improved business process
- Easy to use websites
- Fully achieved legal obligations
- Developed a set of guidelines that were used both internally and by partners developing web based applications

Scottish and Southern Energy plc (SSE) is one of the largest energy companies in the UK. It manages a wide range of businesses including the supply of electricity and gas, utility contracting and telecommunications.

In the very competitive energy marketplace, the need to maintain a consistent brand to your customers is paramount. With a broader range of companies within its portfolio, SSE saw the need to manage its brand and further enhance its customers' experience.

The challenge was to enable SSE to maintain consistency across all its user websites – to ensure excellent usability and meet regulations regarding accessibility to all visitors. A key objective was to provide an outstanding user experience across all its websites - attracting new and retaining existing customers.

Ray Bartlett, Head of eCommerce development said: "The need to control and manage all of our user websites is critical to our business. With the wide range of websites we have to manage, we need to ensure that the brand remains strong and the customers' experience is consistently excellent."

IVIS Group provided a team of expert business and technology consultants to work on this challenge. The solution was to work closely with SSE, with all of the respective teams and assist them in understanding and implementing process improvement changes.

IVIS Group fully empowered the eCommerce team to understand and implement the more creative elements of its web projects. This ensured a

strong brand, fully accessible websites and easy to use interfaces for all SSE customers and website visitors.

Ray Bartlett said: "We were very impressed with IVIS Group and its consultants. Their expertise, professionalism and emphasis on working with the whole team made them stand out. They ensured a successful transfer of knowledge and an optimal process."

The benefits were immediate. The team could now fully implement all of its eCommerce projects, balancing the needs of marketing with technical expertise. This has allowed the business to react and respond quickly to its customers' needs. Each web design is now managed through a controlled process to ensure branding, usability and accessibility considerations are met.

Ray Bartlett, Head of eCommerce development concluded: "We needed an 'expert' in multi-channel communications, accessibility and usability who would not just tell us what to do but actually stay and help us. IVIS Group helped us empower the existing team and ensure that we manage our brand and maintain a consistent customer experience across all our channels."

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