

Scottish & Southern Energy Plc

Scottish and Southern Energy Plc (SSE) is one of the largest energy companies in the UK. They manage a wide range of businesses including the supply of electricity and gas; utility contracting and telecommunications.

Through a series of acquisitions, SSE has increased its range of products and services, strengthened its market position and improved their customer proposition.

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 their portfolio, SSE saw the need to manage their brand and further enhance their customers' experience.

Business Challenge

- Brand consistency
- Accessibility
- Usability
- Marketing and IT collaboration

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

With the wide range of websites, logos and designs, the e-commerce team were highly skilled and technically experienced. With the new demands of regulation and an extended brand, the approach had to change to address creative issues as well as technical solutions. How does a business balance marketing requirements with technical ability? SSE realised that they needed to be able to meet these challenges quickly, empower their current team and understand how to best implement the new sites.

After an initial search to find an appropriate services partner, SSE identified IVIS Group. IVIS Group had a proven track record and demonstrated a clear understanding of their concerns and business focus. At the conclusion of a tendering process SSE's management selected IVIS Group as their consultancy partner for this project.

Solution

- Consulting
- Process Analysis
- Process Reviews
- Tailored Training Workshops

IVIS Group
powers-up
Scottish and
Southern
Energy Plc
websites

Professional services
enhance web design
& development
process

“We were very impressed with IVIS Group and their 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.”

Ray Bartlett, Head of E-Commerce development

case study

“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.”

Ray Bartlett, Head of E-Commerce development

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

IVIS Group performed an in depth review of the current process being employed within SSE. They worked collaboratively with the business to understand the process, the people and the tools used to implement e-commerce projects. IVIS Group undertook a number of interviews understanding the roles and skills within each team. The focus of these interviews was on how to deliver the “look and feel” element of the e-commerce projects – the more creative and subjective deliverables of any website.

After this review of the process, IVIS Group organised and operated a series of workshops. These were on the “creative direction” of its websites, to ensure that all business and legal requirements were met. These were designed to empower the team and promote collaboration between departments – especially IT and marketing. This effectively balanced creative and brand considerations with technical requirements. The workshops also focused on understanding the customer before building any site to ensure a strong, consistent experience. This ensured that all sites were designed and built with the customer and their needs in mind.

The IVIS Group fully empowered the e-commerce team to understand and implement the more creative elements of their projects. This ensured a strong brand, fully accessible websites and easy to use interfaces for all SSE customers and website visitors.

Business Benefits

- Enhanced customer acquisition & retention
- Improved business process
- Responsive to customer demand
- Consistent branding
- Empowered team
- Easy to use and accessible websites

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

They have already benefited from:

- 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

Details and Information

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