

Aquarion Creates a Frictionless Customer Experience by Consolidating 65% of Regional Web Content

AT A GLANCE



A well-made utility site often flows under the radar because it just works. Aquarion Water Company wanted to modernize its website to deliver this frictionless, painless experience to customers, and was able to do so thanks to Progress® Sitefinity® and some help from Chateaux.

COMPANY	INDUSTRY
Aquarion Water Company	Energy and Utilities
PRODUCT	COUNTRY
Progress Sitefinity	United States

Challenge

Aquarion's website was becoming technologically obsolete and lacked mobile device support for its on-the-go customers.

Sitefinity was the perfect middle ground. It has powerful features with a user-friendly interface, which makes it easy for a person with minimal training to just log in and edit content."

Jeff Glagowski
Manager of Digital Communications, Aquarion

Solution



Sitefinity CMS makes managing content so easy that anyone can do it without help from IT



With customer workflows and user roles, Sitefinity helps users do their jobs quickly and effectively



Drag-and-drop widgets simplify page creation, improving responsiveness to emerging situations

Results



Sitefinity's ease of use eliminated critical bottlenecks and empowered an agile marketing team



With a 65% consolidation of regional content, the new site was easier to manage and optimize



Mobile responsiveness allows customers to access critical information on-the-go



Create the Frictionless Digital Experiences Your Customers Can Rely On.

 facebook.com/progresssw

 twitter.com/progresssw

 youtube.com/progresssw

 linkedin.com/company/progress-software