

Nova Scotia Power Builds a Foundation for Digital Success with Sitemfinity



CASE STUDY



INDUSTRY
Energy & Utilities

PRODUCT
Progress Sitemfinity

SUMMARY
Nova Scotia Power envisioned being able to deliver customer-centric experiences. With Progress Sitemfinity and partner SilverTech, they were able to transform their digital presence to be reliable, responsive and secure.

“It was clear that the Sitemfinity roadmap was closely aligned with our own. It’s simple to spin up new pages, update content, and manage microsites, while being easy to develop. Sitemfinity, I think, was an obvious choice.”

Susan Oland
Director of Brand and Digital Marketing, Nova Scotia Power

Challenge

On September 7, 2019, Hurricane Dorian ripped through Nova Scotia. Leaving a path of devastation in its wake, the storm uprooted trees and left boats scattered across the province’s rocky shoreline.

The damage caused by the hurricane left more than 400,000 Nova Scotians without electricity. Nova Scotia Power (NSP), the regional power utility/electricity company, leapt into action immediately. They deployed emergency crews to restore power to their 520,000 residential and commercial customers. Less than two days later, most of the province had its power back.

Customers were able to use their website to get service updates and to report outages. While the website handled the traffic surge without issue, the hurricane highlighted the importance of having a reliable, responsive and secure digital experience—especially during a disaster.

Solutions

NSP’s website was built on an old legacy platform that made it difficult to quickly build an experience that went beyond customer expectations.

Drawing inspiration from leaders like Amazon, Nova Scotia Power envisioned delivering experiences that revolved around customer value. To bring this digital transformation to life, NSP worked with digital agency SilverTech to create a roadmap that focused on:

- Delivering easy, effective and personal customer experiences
- Streamlining operations to deliver customer value
- Innovating at the intersection of experience and operations
- Building platforms that accelerate and scale the delivery of new experiences

After considering Sitecore, Kentico and Drupal, NSP went with Progress® Sitemfinity®. Simply put, Sitemfinity was the best fit for the project’s objectives on both the business and system level, because of how easy it is to manage multiple sites, create personalized and engaging content and develop connected, cross-channel touchpoints.

One big advantage Sitefinity brought to the table was ease of integration with critical data sources and business apps. NSP wanted to standardize on a system that could use that data to deliver tailored, relevant experiences while maintaining brand consistency.

Results

SilverTech and NSP focused on several key areas for the new site, including optimizing site search through enhanced sitemap, search and navigation capabilities.

But the biggest highlights revolved around the tight integration between Sitefinity and third-party data sources and apps. For example, the “MyAccount” section of the site taps into a utility-specific account management platform.

The homepage features a new interactive display called “Today’s Power,” which shows customers personalized view highlighting where their energy is coming from. Sitefinity pulls this data from various sources in real time and creates a visualized view of them. With NSP moving toward renewable energy, this graphic highlights NSP’s commitment in an engaging way.

The new site has been live for less than a year, and it has already had a large impact, achieving:

- 42% increase in new users
- 12% increase in organic traffic
- 52% decrease in bounce rate
- 91% increase in page views of the MyAccount portal section of site

“Sitefinity has become the sole source of truth for content, branding and customer experiences. We’re able to leverage these other platforms but deliver a consistent, easy-to-use digital experience.”

Derek Barka,
Chief Technology Officer, SilverTech.

Moving forward, continuing to evolve their digital transformation is a key priority, including implementing chatbots and continuing to personalize content based on visitor data.

About Nova Scotia Power

Nova Scotia Power is an electric utility company that supports the generation, transmission and distribution of energy in Nova Scotia. As Nova Scotia’s trusted energy advisor, they help customers navigate various energy options to save money and help the environment.

About SilverTech

SilverTech is a full-service digital marketing company, redefining how businesses engage with customers. SilverTech supports organizations in completing numerous digital transformation projects – from full scale architecture and builds to upgrades, redesigns, integrations and audits.



**Accelerate Digital Transformation
with Sitefinity**

Progress and Kinvey are trademarks or registered trademarks of Progress Software Corporation and/or one of its subsidiaries or affiliates in the U.S. and/or other countries. Any other trademarks contained herein are the property of their respective owners.

© 2020 Progress Software Corporation and/or its subsidiaries or affiliates.
All rights reserved. Rev 2020/02 | SCTASK0010832

Find us on:

 facebook.com/progresssw

 twitter.com/progresssw

 youtube.com/progresssw

 linkedin.com/company/progress-software