

Progress Sitemfinity Helps Cleco Improve its Performance in Multiple Categories Used to Measure Overall Customer Satisfaction

AT A GLANCE



Cleco is an electric power company serving nearly 300,000 customers across Louisiana. The company's website utilized an older CMS that made the website difficult for users to navigate and challenging for the team to update. Cleco utilized Progress Sitemfinity CMS to simplify content and improve navigation for an improved user experience. Additionally, the new website included an alert banner that allows Cleco to alert visitors of weather events and other emergencies.

COMPANY
Cleco

INDUSTRY
Energy

PRODUCT
Progress Sitemfinity

COUNTRY
United States

Challenge

Cleco was using an outdated CMS that was managed by a third party, which made it difficult to create and manage content without relying on external resources for support. Lacking modern considerations for areas such as mobile/tablet experience and ADA compliance, the website design was also dated and difficult for users as well as employees to navigate and find desired information.

"Before we launched the new site, we had meetings with all of the employees we deemed to be the owners of various content on the website. And as we would go through their pages, Jennifer would make edits right there on the spot. I think they were surprised. And it took like five seconds. I love that about Sitemfinity. You can make updates really quick."

Fran Phoenix
Communications Strategist at Cleco

Solution



Incorporate new features/ applications embracing self-service, promoting products and services and delivering critical information in a way that is easy to find and consume.



Introduce a modern design and intuitive information architecture making it easy for users to navigate across devices and comply with ADA and WCAG Accessibility standards.



Tailored implementation of Progress Sitemfinity CMS, including a modern tool set allowing for easier management and advancement of their digital experience on the back end and delivering an intuitive, high-performing user experience on the front end.

Results



New website improvements allowed for easier access to vital information, including a banner alert system, an events tool to promote company events, and a power outage map that provides estimated times of restoration.



Customer interaction with the website improved, resulting in an 18% increase in new website visitors and a 45% increase in total sessions.



Improved corporate citizenship and communications rankings in the 2020 J.D. Power Electric Utility Residential Customer Satisfaction Study, ranking 27th, out of 141 electric utility companies in 2020, which is an increase of 72%.



Need to deliver a better online experience that engages and retains customers? [Click here to learn more](#) about Sitemfinity.

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