

CASE STUDY

NorthWestern Energy strives to provide a digital experience as safe, dependable, and thorough as its energy service.

PROGRESS SITEFINITY:



NorthWestern[®]
Energy

NorthWestern Energy is a utility company that serves Nebraska, South Dakota, and Montana, boasting over 700,000 customers. NorthWestern has always had a goal of providing customers with reliable energy at a low cost and prides itself on providing a mix of safe, dependable, and affordable clean energy.

With its large customer base, NorthWestern knows the importance of a well-designed and functional website. The company found that its old website was not the reliable information hub that they hoped it would be. That is where SilverTech comes in.

THE SETUP

02

CURRENT CHALLENGES:

- ❗ Low website traffic and engagement
- ❗ Disorganized navigation and information architecture
- ❗ Poor search functionality and inaccurate results
- ❗ Site does not allow for localized content based on customer location
- ❗ Website content is difficult for the NorthWestern Energy team to update and maintain which also made ADA compliance a challenge
- ❗ Forms usage has declined due to poor usability and content/navigation disorganization
- ❗ Subpar mobile experience
- ❗ The website does not reflect modern design, features, or functionality
- ❗ Outdated content

ESTABLISHING GOALS AND DEVELOPING SOLUTIONS

SilverTech began addressing the challenges highlighted by NorthWestern and established attainable goals for the business and its new website:

NORTHWESTERN'S BUSINESS GOALS:

- ✅ Improve the overall customer experience and satisfaction
- ✅ Increase company name recognition
- ✅ Enhance customer interactions and touchpoints across digital platforms

SILVERTECH'S PROPOSED WEBSITE GOALS:

- ✅ Develop a site that is user-friendly/easy to update
- ✅ Incorporate modern features to support the digital needs of modern utility customers
- ✅ Provide a responsive site with intuitive navigation that offers an optimal experience for mobile and desktop users
- ✅ Deliver the right information to the right user at the right time
- ✅ Maintain ADA compliance
- ✅ Ensure the site is technically-sound to highlight seamless integrations between customer-facing solutions and current legacy systems

A STREAMLINED EXPERIENCE

Like many utility companies, NorthWestern Energy has a variety of systems in use that support customer needs. In addition to its website, NorthWestern also runs self-service (power on/off), My Account, Bill Pay and Outage Maps. SilverTech needed to ensure that the entire customer lifecycle had no breaks in technology or system so that customers could have a seamless digital experience with the company.

SITEFINITY PARTNER

The SilverTech team chose to use Sitefinity for the NorthWestern redesign out of a plethora of CMS platform contenders for a few reasons. Sitefinity provides a platform that allows even non-technical users to create pages complete with videos, content, CTA buttons and more. Sitefinity also has Workflow capabilities, User Role permissions, localization, customization, and personalization capabilities. This made Sitefinity the best platform choice for ease of solution integration. Sitefinity's usability would allow the NorthWestern team to understand, update, and navigate their website with ease. SilverTech wanted to ensure the team could manage their new website daily without trouble.

Luckily, NorthWestern had previously used an older version of Sitefinity and would already be familiar with the platform. In this project, SilverTech introduced NorthWestern to Sitefinity 13.3, which allows for social integrations and a very helpful "Insights Feature." With the Insights Feature, NorthWestern Energy had the ability to track insights such as user behavior, site trends, data patterns and SEO ratings as well as update their website as needed after the launch of the updated site. This made Sitefinity the perfect partner.

THE NEW WEBSITE

SilverTech implemented customizations and improvements specifically to enhance the UI/UX of the new website. The site's navigation design was built using custom elements to visually direct users to useful inner pages or featured callouts. The mega-menu style navigation gets users to the right content quickly while providing a barrier-free experience.

The new website was built to deliver a personalized experience to the users depending on which state they are in. This ensures users from a certain state only receive relevant information regarding their specific area. The NorthWestern Energy website also has a custom-built Smart FAQs module that uses KnowledgeBase to provide end-users with answers to questions throughout the site in an intuitive format. Additionally, the site contains an Alerts Module allowing NorthWestern Energy to post critical alerts and notifications for their customers at any time. This site also has a custom module built for Team Members. This module allows content managers to store and manage team member information. The new website not only improves the customer experience, but the team's experience as well.

THE RESULTS

Since the launch of its new site, NorthWestern Energy has seen great improvements from the old website.

Users 1st month
after launch

6% ↑

Bounce rate

80% ↓

Session duration for an
average of 2 minutes

16% ↑

Page views in Q4 of 2021

1.6 million

By partnering with SilverTech and Sitefinity, NorthWestern Energy was able to launch a sleek and modern website that

has improved user experience and customer satisfaction. With its online presence streamlined to one hub, the business as well as its customers have access to the right information at the right time all in one place. The team at SilverTech was able to fix breaks in technology and create a more seamless and customized experience for customers of NorthWestern energy.

SilverTech will continue to work with NorthWestern as its on-going digital partner. NorthWestern already has goals of creating new modules for its website that will help relay information during an outage and be able to display third-party publications. NorthWestern Energy is eager to continue improving their digital presence and SilverTech is equipped to help.

