

# CASE STUDY

Digital transformation  
strategy and multiple websites  
designed and developed on  
Sitefinity® CMS Platform for  
**Nova Scotia Power.**



Nova Scotia

**POWER**

An Emera Company



**SILVERTECH**

# 1 MAKING GOOD ON A PROMISE TO CUSTOMERS

It's exhilarating when you get to work with an organization that exudes positive energy, possesses visionary foresight and truly just cares about people. It became evident to us within the first few weeks of our partnership that Nova Scotia Power (NSP), with a relentless commitment to over half a million customers, was one of those special companies.

Hired for our experience with utilities, SilverTech agreed to work with NSP executive leadership to strategize and implement a large-scale digital transformation that would improve customer experience and customer satisfaction in all aspects of their business.

## APPRECIATING THE COMPLEXITY OF THE CHALLENGE

As you can imagine, that is no small feat. Disjointed digital properties, numerous third-party systems, siloed data and an evolving world where customers have high expectations for digital convenience, all make this a complicated challenge to solve. An initiative this massive, and one that scales across the entire organization, takes more than marketing and technology skills.

Fortunately, NSP and SilverTech have developed a working relationship built on trust and relying on each other's expertise.

## DEVELOPING A DIGITAL CUSTOMER ROADMAP

Every digital interaction must rely on the underlying technology. Improving digital experience for NSP would require not only a redesign of user interfacing elements, but also advanced technical expertise.

After understanding NSP's environment and technical requirements to implement a digital transformation, SilverTech helped the utility to select Progress Sitefinity as the Content Management Solution that best matched the immediate and long-term needs. Sitefinity's ability to manage shared content and workflows for multiple web properties, integrate easily with other solutions in the roadmap, and deliver personalized content to NSP audiences made it a sound decision.



## MAKING A PROMISE A REALITY

The launch of a new and improved Nova Scotia Power public website is the first customer-facing step in NSP's digital transformation. The new site will:

- › Allow customers to navigate the site intuitively.
- › Increase revenue of existing customer base with improved visibility for education and product promotions.
- › Provide automation and self-service capabilities that improve customer experience and reduce overall customer care costs.
- › Elevate perception of NSP as the trusted advisor for sustainable, renewable, and safe clean energy delivery.
- › Interest and engage customers in learning about and adopting clean energy initiatives and ideas.
- › Set the foundation for personalized customer interactions.

## UNVEILING A CUSTOMER-CENTRIC WEBSITE

Armed with information about NSP customers that included needs, wants and pain points, our team tackled each challenge one by one to find solutions that improve



the overall digital experience. Although we can't list every improvement we made, some highlights were:

### > CONTENT REORGANIZATION

SilverTech reorganized NSP's site in order to better showcase the utility's sustainable energy efforts, inform and educate customers on their renewable energy initiatives, and to allow customers to engage with NSP services and programs via self- and assisted-service.

We also reorganized the sitemap and menu to match customer needs versus the old way of organizing by internal department. Finally, to help the user find what they are looking for in less clicks, SilverTech conducted several user tests to optimize click paths to commonly accessed pages.

### > SITE SEARCH IMPROVEMENT

SilverTech found that approximately 8-10% of NSP's visitors were using the site search feature to seek content and find answers. We also discovered that a high percentage of searches resulted in answers that were inaccurate or displayed a 'results not found'.

The technology powering the old site search was customized and expensive. Many users were searching for similar answers around common tasks such as paying a bill or starting or stopping a service.

SilverTech addressed these challenges by designing a Microsoft Azure based search solution that directly integrated with the Sitefinity Content Management System (CMS). A knowledge base module was created in the CMS that allowed content authors to enter questions and answers. Rather than rely solely on keyword hits, the new solution allows NSP to 'recommend answers', weight search

results, provide content directly on the search results page, and prioritize which page is shown at the top of the results. All of this has allowed NSP to better serve the needs of their customers.

### > MYACCOUNT PORTAL REDESIGN

The new website integrates with Kubra, NSP's current billing and processing functionality. SilverTech redesigned the MyAccount interface to be consistent with NSP's new site. Our team collaborated with NSP and with Kubra to streamline the login process and ensure a seamless transition from site to site.

### > STORM AND OUTAGE MODE

Nova Scotia is no stranger to harsh weather conditions. Nothing frustrates customers more than not being able to send or receive necessary information during a power outage. SilverTech designed and implemented a solution for NSP that allows the utility to switch instantly to 'storm mode' in the case of a wide scale outage. This mode temporarily takes over the typical homepage to place all outage reporting, maps, preparation information and emergency contacts at the customers' fingertips. No need to search through the regular menu structure or scroll for outage information.

## SETTING A SOLID FOUNDATION FOR THE FUTURE

These are just a few of the strategies that we used to transform NSP's web site into a user-friendly, modern and relevant channel. The new website is just the beginning of many digital projects SilverTech will be advising and collaborating with Nova Scotia Power on over the next several years.



*"SilverTech has earned their place as a trusted advisor to Nova Scotia Power executive leadership for digital transformation and digital CX initiatives. Their ability to learn our business, understand the needs of our customers and deliver technical architecture and integration expertise, makes them a valuable partner for us today and as we execute our roadmap in the future."*

SUSAN OLAND, DIRECTOR OF BRAND AND DIGITAL MARKETING  
**Nova Scotia Power**



# 2 SERVICES

- › Digital Strategy & Roadmap
- › User Experience Design
- › Website Development
- › Infrastructure Assessment
- › CMS Implementation & Customization
- › Content Strategy
- › Third-party Integrations
- › User Testing

The insight and strategic counsel provided by the SilverTech team is comparable to work done by the world's largest analyst firms. Word has gotten out about our thought leadership and expertise in helping utilities with digital transformation. Our team will soon be participating and speaking at utility industry conferences around the country.

# 3 RESULTS

600<sup>+</sup>

Pages of strategy  
documentation written.

15<sup>hrs</sup>

Hours of workshops led and  
facilitated by SilverTech.

16

Executive Board  
presentations provided.

20<sup>+</sup>

Internal systems and  
integrations analyzed.

8

Total websites being overhauled  
as part of initial project.

# 4 THE CREATIVE

## Homepage


OUTAGE CENTRE

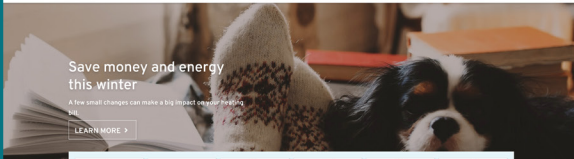
PAY YOUR BILL

START, STOP, MOVE SERVICE

CUSTOMER SERVICE

MYACCOUNT LOGIN


 YOUR HOME YOUR BUSINESS CLEAN & GREEN COMMUNITY ABOUT US | Q





### Save money and energy this winter


A few small changes can make a big impact on your energy bill.


[LEARN MORE >](#)


 Login/Register to MyAccount

 Start or Stop Service

 Billing & Payment Options

 Customer Service

 Report an Outage

 View Live Outage Map

#### TODAY'S POWER

Where is your energy coming from?

Now	YTD	2007
<div><div></div><div>Wind</div></div>		
<div><div></div><div>Hydro and Tidal</div></div>		
<div><div></div><div>Natural Gas and Oil</div></div>		
<div><div></div><div>Biomass</div></div>		
<div><div></div><div>Solid Fuel</div></div>		
<div><div></div><div>Imports</div></div>		

[VIEW MORE ABOUT YOUR POWER >](#)

#### BY THE NUMBERS

How we're making a difference

31,800 km

of lines powering our province

170 power line technicians

working across Nova Scotia


\$25 million

invested each year in tree trimming to prevent outages

\$75 million

invested in 2019 to maintain our electrical system


[LEARN MORE ABOUT US >](#)



#### HomeWarming Program

Everyone deserves a warm home. The HomeWarming program offers eligible Nova Scotians the power to reduce their energy use and take control of home operating costs.


[Learn More >](#)



#### 2020 Integrated Resource Plan

The 2020 Integrated Resource Plan is a strategic guide for how current and future electricity customers may be served. We're planning for our long-term energy future and looking at what changes technology will bring, and what customers want.

[Learn More >](#)



#### Smart Meters


We're building a smart energy future for Nova Scotia. Smart meters will deliver enhanced services and put you in control of your energy use.

[Learn More >](#)

#### PRODUCTS FOR YOUR HOME

Saving energy benefits the earth as a whole by conserving resources and reducing pollution, but it also cushions your personal pocketbook over time. Explore energy efficient products and services that help you waste less energy and cut costs on your monthly bill to save you money.

Heat Pumps





#### Heat Pumps

Invest in the benefits of a heat pump with the help of our network of contractors and easy, on-bill financing.

[FIND A CONTRACTOR >](#)

Electric Thermal Storage





#### DID YOU KNOW?

You can make your power bill more predictable through our **equal billing program**. Through equal billing, you spread out your annual electricity use over 12 equal payments—which can be a big help when it comes to managing your winter budget.

#### LATEST NEWS

February 05, 2020

Nova Scotia Power is activating its Emergency Operations Centre at noon ...

January 29, 2020


In this scan, the caller poses as a representative of the company. They ...

January 10, 2020

Nova Scotia Power is activating its Emergency Operations Centre at 7PM o...

[View All Press Releases >](#)

#### FEATURED POST




#### THE HEAT FUND

#### The HEAT Fund: helping those in need during the coldest months of the year

What started as a very modest few thousand dollars donated by NS Power and its employees back in the late 1990s, has grown to a more than \$1 million annual fund that helps those most in need in our province with emergency home heating assistance, whatever their heating source may be.

[Read Full Post >](#)

 CONTACT US

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Report outage online or  
at 1-877-428-6864  
24 hours a day

Billing & Payments

Pay your bill online  
Find payment options near you  
or 1-800-428-6220 or 802-428-6230  
Monday - Friday 9:00am - 5:00pm

QUICK LINKS

Start, Stop, Move Service

Billing & Payments

Customer Service

Smart Meters

Careers

INFORMATION FOR:


Your Home

Your Business

Media

For Landlords

For Students



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## Mobile

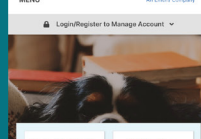
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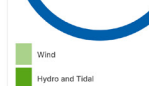
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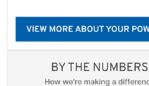
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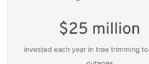
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Heat Pumps

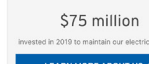



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
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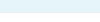
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## Outage Center


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 Report an Outage

 View Outage Map

 How to Read the Map

 Water Main Report

 Follow Us On Twitter

#### WE TAKE A "SAFETY FIRST" APPROACH TO RESTORATION

1 PUBLIC SAFETY ISSUES & EMERGENCY SITUATIONS

2 CRITICAL NS POWER INFRASTRUCTURE such as transmission lines & substations

3 CRITICAL EMERGENCY (EMO) INFRASTRUCTURE such as hospitals, shelters, essential services

4 MAIN ELECTRICAL FEEDERS servicing communities & neighbourhoods

5 BRANCH POWER LINES servicing individual streets

6 INDIVIDUAL HOMES & BUSINESSES

As much as we prepare and harden our system against power outages, they do happen. We know our customers rely on electricity to power every moment of their day, so it's our commitment to restore power as soon as we can. But no matter what, safety comes first. As illustrated, we address any public safety concerns first and move onto our high-voltage transmission lines and substations, and then move into neighbourhood and area-specific restoration. Before we restore, it's important we assess the damage to know what we're dealing with, which is why you may see us in your neighbourhood but not yet have power. Our crews are safely working to restore your power as quickly as possible. We encourage customers to check our outage map and follow us on social media to stay informed with the latest outage news.


[LEARN MORE ABOUT THE RESTORATION PROCESS >](#)

#### STORM SAFETY AND PREPAREDNESS

Before the Storm

During the Storm

After the Storm




#### Preparedness is key

We encourage all customers to be prepared year-round, especially when bad weather is on the way in case of power outages. We recommend having batteries for flashlights (batteries are not recommended), not charging your devices, and gathering any other supplies that will help you keep comfortable while we work safely and quickly to restore your power. Ensure generators are properly installed (never install a generator indoors by a professional for your safety). To avoid possible damage in the event of an electrical surge, turn off and unplug electrical equipment such as televisions.

[Learn more ways to stay prepared >](#)

#### OUR CRITICAL CUSTOMER COMMUNICATION PROGRAM



#### OUR CRITICAL CUSTOMER COMMUNICATION PROGRAM

Our Critical Customer Communication Program is designed for customers whose health is directly dependent on electricity, such as those requiring oxygen monitors or dialysis.

**THROUGH THIS PROGRAM, WE PROVIDE:**


- Advanced notice of planned power outages
- Contact during unplanned power outages expected to last longer than four hours and information on the causes and expected time power will be restored
- Updates if the restoration time changes during repairs


**IT'S EASY TO SIGN UP:**


If you need a letter from your doctor or registered medical service provider describing the type of nonmedical care you currently receive that is dependent on electricity.


[Sign up today >](#)

#### NEED SOME ADDITIONAL HELP?

 FIND QUICK ANSWERS  
[Browse our FAQ](#)

 CONTACT US  
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## ABOUT US

SilverTech is a digital marketing and technology company redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with other national and global brands such as Segway, Drexel University, Fulton Bank, State of New Hampshire Travel and Tourism, and Conservation International.

For more information visit [www.silverttech.com](http://www.silverttech.com) or email [sales@silverttech.com](mailto:sales@silverttech.com).



**TITANIUM PARTNER**

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