

CASE STUDY

User Experience Strategy,
Website Architecture,
Design and Development,
Digital Rebrand, CMS
Implementation for **Pepco**.



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DIGITAL REVAMP SHINES LIGHT ON IMPORTANCE OF CUSTOMER SERVICE

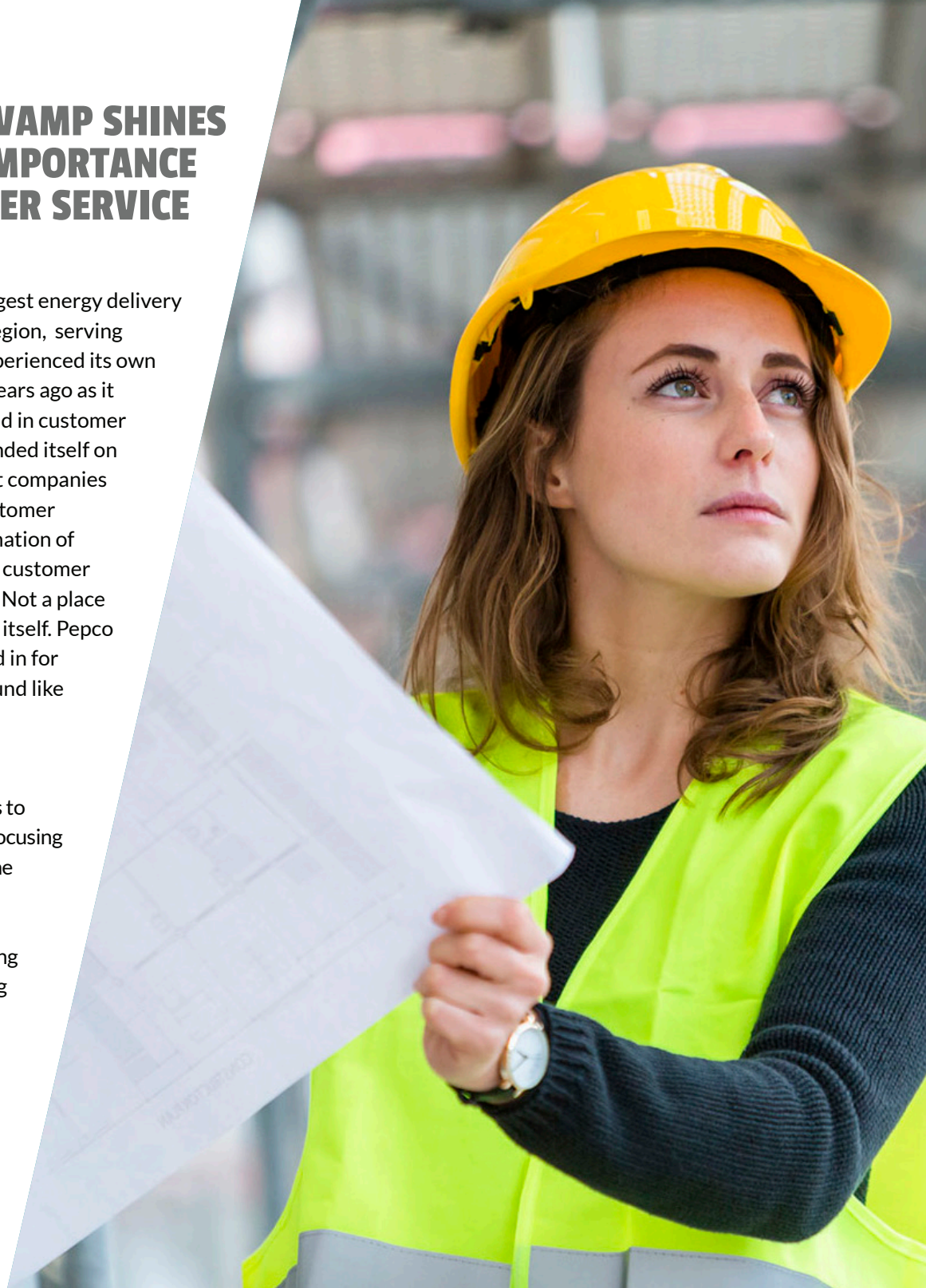
Pepco Holdings – one of the largest energy delivery companies in the Mid-Atlantic region, serving over two million customers – experienced its own transformational story several years ago as it relates to a complete turn-around in customer satisfaction. The energy giant landed itself on an unofficial list of ‘world’s worst companies to deal with’ when it came to customer service, stemming from a combination of an aging infrastructure and poor customer communication around outages. Not a place any company would want to find itself. Pepco took immediate action and called in for some help, turning the tides around like the flip of a switch!

Familiar with our work for other major utilities, Pepco contacted us to transform their digital presence, focusing first and foremost on improving the customer experience. SilverTech’s team rolled up their sleeves and immediately got to work, conducting over seventy interviews, reviewing customer data and competitive research, evaluating the tech infrastructure, and ultimately delivering a 200-page strategy document about how to significantly improve customer service and online experience using digital channels – both during a storm and blue sky days.

That document became the blueprint for a massive rebrand and digital revamp effort that included the re-platforming of the corporate website and subsidiary websites to a new CMS, third-party integration to support My Account, Investor Relations and Outage Reporting, as well as zip code functionality to support content requirements in regulated areas. SilverTech also rolled out the new CMS platform to several subsidiaries, developed a new Pepco intranet, and helped restructure

internal governance and workflow processes, develop channel management and content ownership and improve digital customer service via mobile and social media channels.

The new unified look helped the brand prove Pepco’s commitment to improve customer service and launched a significant positive response from the industry, media and, most importantly, customers.



2 SERVICES

- › Digital Customer Interaction Strategy
- › User Experience Strategy
- › Website Architecture
- › Cohesive Rebrand
- › Responsive Design
- › Development on Content Management System
- › On-going Digital Support

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SilverTech...identified a customized solution to meet our goals and executed it flawlessly. Visits to the site have increased along with the amount of time people are spending looking at content, showing that the design and strategy works.

MARYBETH VREES, DIRECTOR OF CUSTOMER COMMUNICATIONS AND MARKETING
Pepco Holdings, Inc.

Internal and external support for Pepco's digital revamp has been overwhelming. Corporate Communications teams have the insight to the data they need to ensure that they are serving their customers appropriately and effectively. Employees, tech teams and stakeholders are using the new website, intranet, social media and integrated systems, and PHI put their communications capabilities to the test in the past year's weather and outage events.

3 RESULTS

6

Websites redesigned.

5

Platinum Marcom
Awards Won.

2M

Happier Customers.

Change the game.

