

British Energy Direct: Driving Engagement Through Content Management

About British Energy

British Energy Direct supplies low carbon electricity to hundreds of the UK's best-known businesses and public sector organisations. The company is part of EDF Energy.

The Challenge

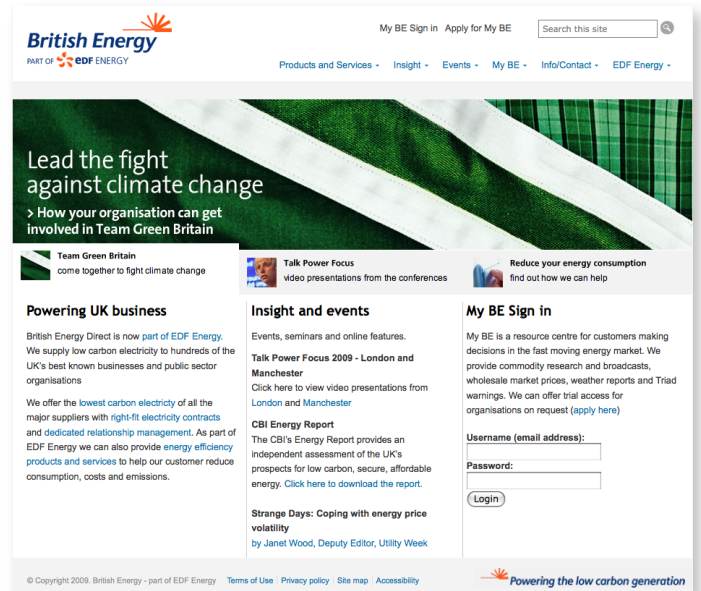
British Energy Direct required a more visitor-friendly website to enable them to connect with major energy users and build a lasting relationship. In response to this need, they decided to build and launch a new website with three primary objectives:

1. The new website must reflect the company's wider positioning as a value add energy supplier with a straight-forward approach.
2. It must be flexible enough to change and evolve with the objectives of the business.
3. The website needed to be powered by a robust, industry standard Content Management System that is simple to use.

How We Helped

Extensive work was carried out with stakeholders at British Energy Direct on the design, customisation and implementation of leading Web Content Management System Amaxus to ensure that the new site met all of their primary objectives. A commitment to User Centered Design ensured the navigation and content was presented in a way that would help users engage with the important content on the site.

British Energy Direct required a platform that would help them build relationships. This meant that their employees needed to be able to be responsive by developing and adding new content to the site easily and efficiently, regardless of their individual technical skill set, which the easy-to-use Amaxus interface ensured.



To further connect with visitors, we worked with British Energy Direct to develop an interactive section that encourages users to create an account to deliver content that is tailored to their interests. Through the account, users can also select relevant information that is emailed to them as a newsletter whenever content is updated.

Mark Boulton Design realised the visual brand positioning of British Energy Direct.

The Result

Launched in January 2009, the new British Energy Direct site is constantly being refreshed with new content for visitors, due in large part to the usability of Amaxus. The interactive area, My BE, is a well-used section that provides visitors with a range of information to help make better energy decisions and navigate one of the world's most volatile and regulated markets.

"The new website allows us to do two things our previous site just couldn't do: it's incredibly flexible, we can get new pages and content up in minutes, and it allows us to really connect with our customers on a personal level," said Dan Davies, Proposition Development Manager from British Energy Direct.

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About Amaxus

A market-leading platform capable of running multiple multi-lingual sites from a single platform, Amaxus provides clients with functionality, flexibility and scalability. With over ten years experience building large-scale websites that enable users to create sophisticated content easily, our impressive client list ranges from FTSE 100 companies to international standards bodies and leading organisations across the UK public and heritage sector. Amaxus is a product of Box UK, with offices based in London and Cardiff, UK.

About Mark Boulton Design

Mark Boulton Design is a design studio based in Cardiff, led by Mark Boulton. Formed in 2006, where Mark Boulton stands out from the crowd is their expertise in bringing traditional graphic design to the modern web. They've melded traditional design practice with modern web development to provide their clients with simple solutions to some of the most complex visual problems the web has to offer.

For More Information

For more information or to arrange a demo of Amaxus, get in touch.

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