



Case Study: Scotia Gas Networks

Content Management System



What our client said

“SGN needed a website that was quick and easy to maintain and we needed it fast. Kainos showed a high level of commitment and understanding of our business. They went well beyond the call of duty in providing outstanding service and follow up”

Kirsty Richardson,
e-Business Manager

The Challenge

Scotia Gas Networks is the holding company of Scotland Gas Networks, Southern Gas Networks, SGN Connections and SGN Contracting. It operates two of the eight regional gas distribution networks in Britain, delivering gas to 5.6 million customers in Scotland and the south of England.

Kainos was asked by SGN to design and develop their public-facing web site, covering several areas of the business including corporate communications, customer service and on-line sales. SGN required assistance from Kainos with the design of the website to maximise usability and accessibility, while adhering to the strict corporate brand guidelines. This exercise included an assessment of existing processes and plans, development of web standards and assistance during key projects.

The Solution

Kainos designed and implemented Ektron's Content Management System, to provide SGN with an interactive, web-based channel to enable effective communication with SGN key stakeholders, including customers, investors, partners and press.

Throughout the project, Kainos provided expert advice and guidance on industry best practice in using web standards, development and implementation.

The Kainos in-house design team was deployed as part of the development team and worked closely with marketing to capture business requirements and ensure brand consistency in the finished design.

The design plan addressed:

- Industry best practice branding and design
- Usability and accessibility
- Expert Navigation
- Ektron CMS implementation
- User training

The Benefits

Increased staff productivity – since go-live, SGN has experienced fewer phone calls for information. This has freed up staff to focus on, and deliver other activities.

SGN now provides a better service – today SGN's website supports more than 300 visitors each day. The search function allows site visitors to quickly find information about SGN and their service and enables easy and fast publication of, and access to company reports, company communications and policy.

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