

Certsure, United Kingdom

CREATING AN INTUITIVE PORTAL TO IMPROVE CUSTOMER INTERACTIONS



Feedback has been extremely positive both from our customers and staff. We have been able to modernise the way in which we work as an organisation. Our customers can now self-serve and in our industry, this is a great benefit.”

Terry Bedeau, Programme Manager, Certsure LLP



Challenges

- B2B Customer interactions relied on manual processes and volumes of paperwork that led to a disjointed customer experience
- Too much time spent on updating account details that re-directed contractors away from their core business focus
- Difficult to find digital content



Benefits

- Efficient management of B2B customer interactions and an improved customer experience
- Improved customer responsiveness, modernising the flow of information and customers now better informed
- A centralised location from which to access a wealth of resources
- Streamlined customer relationships and the strain on internal resources dramatically reduced
- Improvement in the overall standard of customer service enabled by self-service



Solutions

- it.mx customer portal^{ADD}



Why NTT DATA Business Solutions?

- In-depth knowledge of the Certsure's SAP landscape
- Solid B2B commerce expertise and CX design experience
- SAP-certified own branded B2B Portal with a rapid implementation to drive digital transformation



Industry: Professional Services

Products: Industry-leading certification services, Building Regulations schemes, products and support to the construction industry

Employees: 325 (2020)

Turnover: £38m (2020)

Website: www.certsure.com

NTT DATA Business Solutions



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Delivering a B2B Customer Portal to improve customer interactions.

Certsure provides professional services and certification to over 36,000 contractors across the building services sector. Founded in 2013, it grew from a partnership between the Electrical Safety Council (ESC) and Electrical Contractors' Association (ECA). It operates the NICEIC and ELECSA brands. NICEIC is the UK's leading voluntary regulatory body for the electrical contracting industry and has been assessing the competence of electricians for over 60 years.

NTT DATA Business Solutions had previously provided Certsure with ecommerce solutions that enabled the purchase of test equipment, technical publications and work wear from their NICEIC and ELECSA online shops. We were invited to develop a branded B2B customer portal that would simplify and streamline the management of account details, assessment visits, supporting documentation and other services. The way Certsure interacted with its customers was previously a manual process involving high volumes of phone calls and paperwork. Contractors seeking to organise assessment visits and manage account details were devoting time away from their core business to make arrangements with Certsure's main bodies, NICEIC and ELECSA. This equally placed pressure on Certsure's own staff who faced high demand for the processing and updating of contractor account details and documentation. Certsure therefore wanted a more efficient means to manage their customer interactions and introduce digital improvements that would streamline customer relationships and deliver a better customer experience. The aim was to improve responsiveness, modernise the flow of information, keep customers better informed, reduce the strain on internal resources and raise the overall standard of customer service.

NTT DATA Business Solutions delivered the it.mx customer portalADD to help Certsure realise their full digital potential. Seamlessly implemented within Certsure's existing SAP ERP system and incorporating all the relevant master data, the it.mx customer portalADD provided Certsure with a modern B2B commerce platform. The structure and appearance of the portal was managed by NTT DATA's creative design team who focused on delivering a modern user experience. Introduction of the it.mx customer portalADD provided a centralised location

from which to access a wealth of resources and helpful information that was previously difficult to find. There are also quick links from the dashboard to alerts, account management, technical support, marketing kits and help pages. Anyone seeking technical support can now click into an online library of resources including technical guides and articles, wiring regulations, industry standards and magazines. A distinct advantage is that contractors can immediately view technical documents, publications and regulations that are relevant to them. Assets are tagged and paired with the user's login, so they only see what they need, rather than having to laboriously search through numerous unrelated files. "The portal has allowed us to keep our customers up-to-date with downloadable documents which help them to prepare for assessment visits and industry news articles. Its mobile friendly design enables contractors to access valuable technical information while on site, at the touch of a button," commented Terry Bedeau, Programme Manager, Certsure.

The launch of the portal has been welcomed by customers, who can now access important details on a 24/7 basis without spending excessive time contacting Certsure's customer service staff. The it.mx customer portalADD provides a simplified central hub for contractors to manage registration and assessment visits more quickly than ever before, reducing and simplifying administration in a way that saves valuable time and money.

We are proud of the seamless way in which our it.mx customer portalADD has been adopted by Certsure and it is clearly making a difference in the way the organisation manages interactions with its customer base. Due to the way we have developed the it.mx customer portalADD from the ground up as a SAP-centric solution, it benefits from all of Certsure's existing SAP enterprise security, stability and performance. The customer portal requires zero integration, reduces reliance on IT, relieves pressure on infrastructure and empowers customer-facing teams to focus on delivering outstanding, value-adding services," commented Jon Brooks, CTO, NTT DATA Business Solutions.

Want to know more?
Do not hesitate to contact us:

www.nttdata-solutions.com/uk

Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

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