itelligence NTT DATA Business Solutions

it.mx customer portalADD

Creating an intuitive portal to improve Certsure's 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. We can now allow our customers to self-serve at a time that is convenient for them. In our industry this is a great benefit as our contractors are out on site during core business hours and catch up on administrative tasks in the evenings."*
> Terry Bedeau, Programme Manager, Certsure LLP

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.

We had previously provided Certsure with ecommerce solutions that enabled the purchase of test equipment, technical publications and workwear from their NICEIC and ELECSA online shops. We were subsequently 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 an entirely 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 was seeking a more efficient means by which to manage customer interactions. The aim was to improve responsiveness, modernise the flow of information, keep customers better informed, reduce strain on internal resources and raise the overall standard of customer service.

itelligence delivered a tailored solution based on its flagship SAP certified it.mx product suite. Seamlessly implemented within Certsure's existing SAP system and incorporating all the relevant master data, the it.mx customer portalADD provided Certsure with a real-time, online platform.
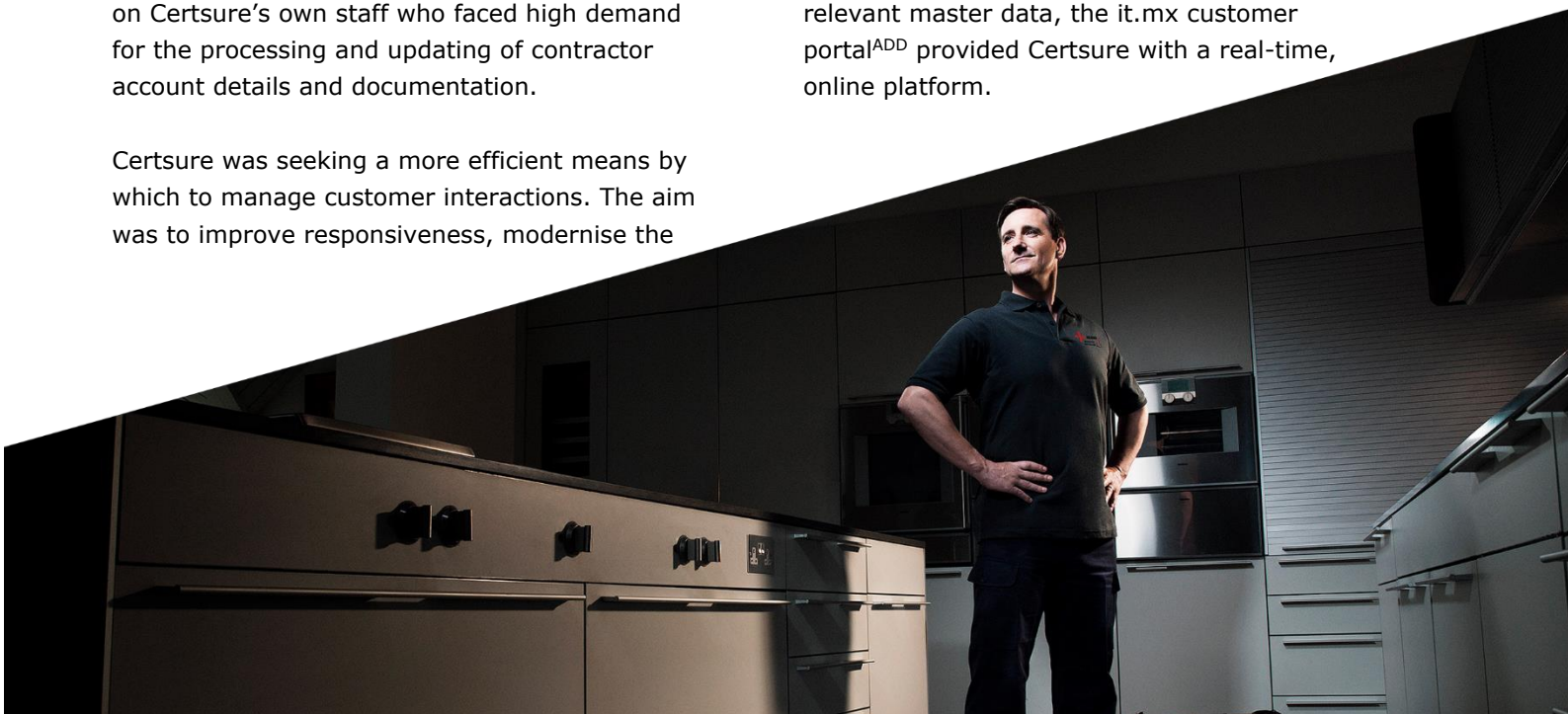
The structure and appearance

of the portal was managed by itelligence's creative design team who focused on establishing an engaging and easy-to-navigate responsive user interface.

Introduction of the it.mx customer portal[ADD] provided a centralised location from which to access a wealth of resources and helpful information that was previously disparate and difficult to find. There are also quick links from the dashboard to alerts, account management, technical support, marketing kit and help pages.

Anyone seeking technical support can 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 log-in data, 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." Terry Bedeau, Programme Manager, Certsure LLP

We're proud of the seamless way in which our it.mx customer portal[ADD] 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 portal[ADD] from the ground up as a SAP-centric solution, it benefits from all of Certsure's existing SAP enterprise security, stability and performance. The it.mx customer portal[ADD] requires zero integration, reduces reliance on IT, relieves pressure on infrastructure and empowers customer facing teams to focus on delivering outstanding, value-adding services." Jon Brooks, CX Business Development, itelligence Ltd.

The launch of the updated 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 portal[ADD] provides a simplified central hub for contractors to manage registration and assessment visits more quickly than ever before, reducing and simplifying admin in a way that saves valuable time and money.

Certsure

Organisation:
Certsure

Industry:
Professional Services

Products:
Certification in Building Services

Website:
http://certsure.com/