

Case Study

MarTech

Modernization Boosts Sign-ups by over 20% for a Natural Gas Provider



Customer Overview

Customer

A leading natural gas provider

Profile

The client delivers energy solutions for residential and business customers and is active in community outreach and sustainability initiatives.

Industry

Energy

Services

MarTech Modernization

Business Need

The natural gas provider identified the need to enhance its website capabilities to stay competitive and offer customers a seamless, modern digital experience. However, the existing system could no longer support the business's goals or keep up with customers' and the market's evolving needs.

- Several challenges with the outdated system hindered the company's ability to drive growth and deliver a superior customer experience.
- The website had a clunky design with complex menus, leading to a frustrating experience and lower mobile conversion rates.
- Cumbersome sign-up processes and ineffective product positioning caused users to abandon transactions before completion.
- The system lacked scalability, resulting in slow load times, downtime, and poor SEO performance as the business grew.
- The system's fragmented technology made managing and integrating data across marketing, CRM, and analytics tools difficult.
- Siloed systems and inconsistent data hindered marketing, IT, and customer service collaboration, leading to misalignment and delays.
- The lack of tools for data analysis and personalization prevented effective customer engagement, leading to lower retention and less relevant content.

In response to these challenges, the natural gas provider recognized the need for a more agile, user-friendly, and performance-optimized website. It sought to modernize its digital infrastructure and invest in advanced marketing technologies to address these pain points and create a more seamless, efficient experience for customers and internal teams.

Solution and Approach

Synoptek took a comprehensive approach to modernizing the digital experience. This involved strategic research, design, and MarTech implementation to create a customer-centric, future-ready platform.

Stakeholder Interviews, Competitive Analysis, and User Research

To tailor the solution to business and customer needs, we began with in-depth stakeholder interviews and a competitive analysis to understand industry trends and customer pain points. We also conducted extensive user research to gather insights into user behavior and expectations. The findings were used to prioritize requirements and inform the overall strategy, ensuring a clear roadmap for success.

Vendor Selection for MarTech Solutions

We carefully evaluated MarTech vendors to find a solution to support personalized marketing, customer insights, and analytics, and integrate seamlessly with the new infrastructure. We also managed the contracting process to ensure the best value and service from our vendors.

Redesigning Site Structure and Optimizing Navigation

We redesigned the site to improve navigation, making it easier for users to find what they wanted. Product positioning was strategically optimized to enhance user journeys, driving engagement and conversion.

Implementing a Cross-Channel Marketing Hub

To provide real-time insights and deliver more personalized user experiences, we implemented a Cross-Channel Marketing Hub (CCHM). This solution enabled advanced A/B testing, analytics, and customized content delivery across multiple channels, ensuring customers received targeted messaging based on their behaviors and preferences.

Brand Modernization

We updated the look and feel to match the new corporate direction and marketing in other channels. Consistent brand messaging and updated content were rolled out across the website and digital channels to create a unified, modern customer experience.

Business Benefits

The implementation of the new digital infrastructure and MarTech solutions led to several measurable improvements:

- A streamlined user journey and optimized product positioning made sign-ups easier, significantly boosting conversion rates.
- Clear communication and simplified processes led to a 20% increase in paperless billing adoption.
- Personalized messaging through the Cross-Channel Marketing Hub helped increase participation in the sustainability program by 10%.

By modernizing the site infrastructure and aligning digital strategies with customer needs, the company enhanced the customer experience and laid the foundation for sustainable, long-term growth.

About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.