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Amicus Horizon

Unified Solutions



ESTATES
HOUSING ASSOCIATIONS

Kentico Supports AmicusHorizon Channel Shift Strategy with a New Responsive Website.

Background

AmicusHorizon is an award-winning housing association, providing just under 28,000 homes and services to communities across London, Kent and Sussex. Their mission is to provide high-quality, well-managed and affordable homes to people with a range of incomes.

AmicusHorizon can trace its roots back to the 1960s, a time that saw families with low incomes struggling to survive in poor housing conditions and being exploited by unscrupulous landlords. The growth of housing associations over the past few decades has alleviated this problem, and the role of AmicusHorizon is today much more than just providers of affordable homes. Showing care and commitment to their residents, AmicusHorizon aims to work with residents of all ages and backgrounds, listening to their needs and providing community assistance in terms of volunteering, training and jobs.

Each week, AmicusHorizon houses over 30 families, and in 2016, they became the number one large landlord in the UK based on customer satisfaction KPIs. They have an ambitious target to build an extra 1,300 homes by March 2018.

Goals

The AmicusHorizon website was set up in 2006 as a result of Amicus Group and Horizon Housing Group merging to become one. Back then, the website had two primary functions—to be a brand-building platform showcasing all good news stories, and to be a repository of useful information for residents.

As AmicusHorizon grew, so too did its website, with additions of new features in response to customer and organisational requirements. However, growth was organic and piecemeal and did not account for the growing percentage of mobile users and the use of social media as a way of communicating. Also, with a large number of complex stakeholders to satisfy, there was a lack of clear segmentation on the website resulting in confused messaging affecting the online user experience.

As the internet has progressed, so too has the level of expectation of online users demanding greater interaction and more two-way, equal conversation. AmicusHorizon soon discovered their existing website was not up to the task and was structured very much from the organisation's perspective rather than a customer-centric point of view.

"Unified Solutions has a wealth of experience in delivering websites in the commercial and housing sector, and they delivered our new website on time and within budget."



Lisa Morris
Head of Communications
AmicusHorizon

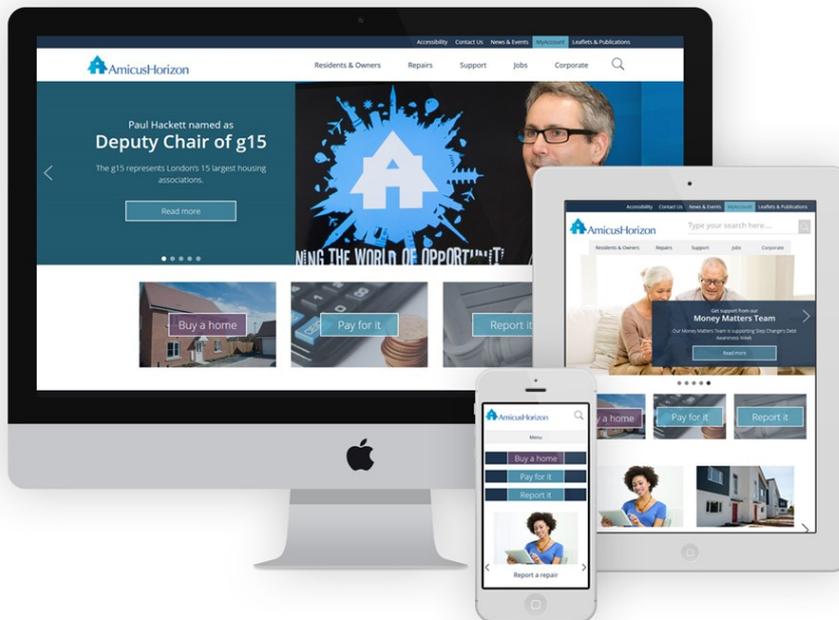
Challenges

The website, along with their existing GOSS CMS, required a complete overhaul, which limited their creativity and choice. The website needed a new look and feel to showcase the brand along with the addition of improved online services and resource. And as 43% of their customers accessed their website via a mobile device, the new website had to be responsive.

Solution

AmicusHorizon was keen to work with a globally recognised CMS provider with a viable roadmap, allowing their new site to evolve continually. Having reviewed their goals and objectives, Unified Solutions proposed Kentico as the preferred CMS solution, as its out-of-the-box functionality, competitive pricing and ease of implementation met AmicusHorizon key requirements and project timescales.

Working with Kentico, Unified Solutions optimised the new site's navigation, ensuring it works well on both desktop and mobile. Once AmicusHorizon was satisfied with the navigation, designs were created that reflected the organisation's brand with clear segmentation and headings that direct the user along the most appropriate navigational path.



Results

Fully supporting their corporate strategy, the new AmicusHorizon website was delivered on time and within budget, and it was successfully launched in January 2016. Working with Kentico, the new customer-centric website is responsive for mobile devices while allowing the digital team at AmicusHorizon to improve the design and content continuously so the website is easy to navigate and fulfils users' needs.

Each page has clear SMART objectives, ensuring AmicusHorizon is true to purpose and on brand with key corporate messages delivered in a powerful and impactful way. The website provides intuitive, easy-to-use and secure online services with relevant information continually updated.

The site is also fully integrated with AmicusHorizon other communication channels, allowing for important two-way conversation with customers and campaign support.

Key criteria for choosing Kentico

- The creation of a new responsive website that offers a great mobile experience built on Kentico
- A fresh new design supporting corporate brand and messages
- Improved navigation, creating a better customer experience
- A flexible and cost-effective content management system
- Intuitive, easy-to-use and secure online services
- Quicker online transactions

Unified Solution

Established in 1995, Unified Solutions offer a wide range of services including the design and build of customer centric websites, intranets, extranets and e-commerce solutions that fully maximise the return on digital investment. As one of Kentico Gold Partners, Unified Solutions have a wealth of expertise in integrating technologies and channels delivering a seamless, real-time flow of content across all digital touchpoints – as essential part of ensuring a great online user experience'.



Unified Solutions
21 Progress Business Centre
Whittle Parkway
Slough SL1 6DQ
Berkshire
Tel: 01753 775050