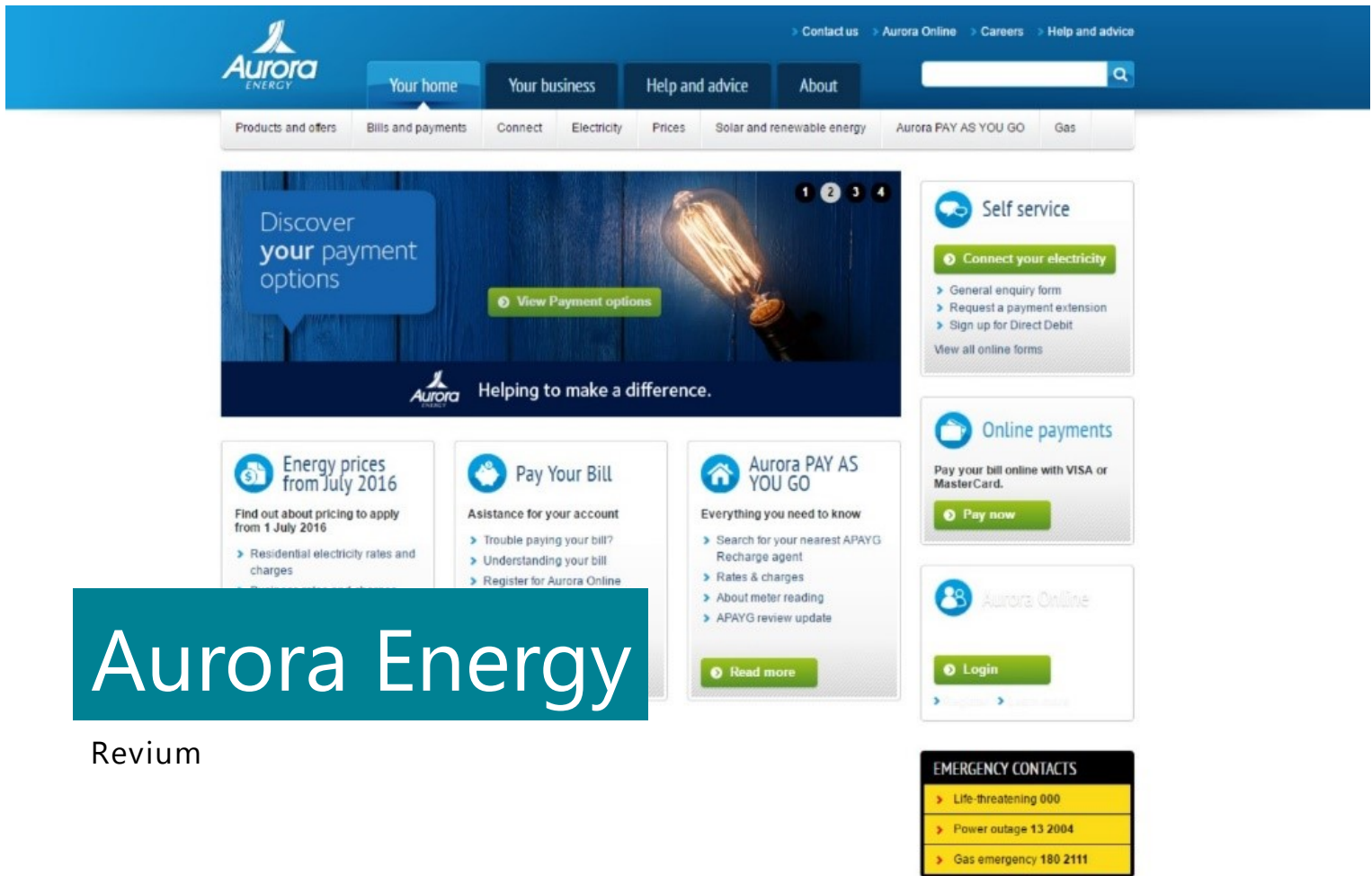




www.auroraenergy.com.au



The screenshot shows the Aurora Energy website homepage. At the top, there is a navigation bar with the Aurora Energy logo on the left and links for 'Contact us', 'Aurora Online', 'Careers', and 'Help and advice' on the right. Below the navigation bar is a secondary menu with categories: 'Your home', 'Your business', 'Help and advice', and 'About'. A search bar is located to the right of these categories. Below the secondary menu is a horizontal menu with links: 'Products and offers', 'Bills and payments', 'Connect', 'Electricity', 'Prices', 'Solar and renewable energy', 'Aurora PAY AS YOU GO', and 'Gas'. The main content area features a large banner with the text 'Discover your payment options' and a 'View Payment options' button. To the right of the banner is a 'Self service' section with a 'Connect your electricity' button and links for 'General enquiry form', 'Request a payment extension', and 'Sign up for Direct Debit'. Below the banner are three columns of content: 'Energy prices from July 2016', 'Pay Your Bill', and 'Aurora PAY AS YOU GO'. To the right of these columns are 'Online payments' and 'Aurora Online' sections. At the bottom right, there is an 'EMERGENCY CONTACTS' section with links for 'Life-threatening 000', 'Power outage 13 2004', and 'Gas emergency 180 2111'.

Aurora Energy

Revium

UTILITIES

Aurora Energy generates, distributes and sells electricity, sells gas and provides wholesale telecommunications services across Tasmania.

Background

Aurora Energy is a fully integrated energy and network business, with complementary activities in telecommunications and energy-related technologies which is owned by the Tasmanian Government and employs 1100 people.

Aurora Energy generates, distributes and sells electricity, sells gas and provides wholesale telecommunications services across Tasmania. Additionally the business distributes electricity interstate.

Whilst Aurora Energy had an existing site with over 450 pages which had only recently been re-designed, the site was completely hard coded and had no content management capacity.

ReviuM was engaged to assist Aurora Energy with the application of an enterprise level content management system to their existing site so that internal content editing could be completed by internal staff without developer involvement.

Goals and Challenges

- The aim of the project was to create a seamless transition. The new site was not to be discernible from the old site from the perspective of the public visitor. However all maintenance aspects of the site were enabled to be managed internally by Aurora Energy staff through a user friendly CMS administration interface.
- As part of the project the hosting of the site needed to be moved from internal Aurora Energy servers to a premium external hosting environment provided by ReviuM.
- The size of the Aurora Energy site provided potential challenges with a large number of forms and many of them using custom JavaScript validation scripts.
- A number of bespoke .Net tools were included in the existing site, some of them were unable to be migrated due to their integration with local backend account systems. This required detailed planning and close management of dynamic redirection during migration and deployment.
- An existing web form which covered four different connection types was used on the Aurora Energy site however;
 - It was overly long as it included all options for all four connection types without any conditional display, meaning there were over a hundred questions on a single web form on a single page – this was daunting and confusing for customers and as a result the numbers of applications

"ReviuM were very responsive, helpful and great to work with. They dealt with any issues head-on to the point that they weren't really issues. We appreciated their straightforward approach and we were delivered a quality product."



Rani Milne
Channel Manager
Aurora Energy

through the web were low in comparison to those made through the call centre.

- Contractors who frequently filled the forms in on behalf of their customers were providing consistently negative feedback about the process as they often found they would need to source additional information from a client but there was no method for them to save their progress in the form and return to complete it at a later date.
- Aurora Energy wanted the ability to edit and manage the forms internally so a CMS solution was required (as opposed to a hard coded bespoke solution)

Solution

- Reviu worked with Aurora Energy to build a completely new website using Kentico CMS that used the same design and information architecture as the existing site with complete content management capacity afforded to internal staff with structured authoring and publishing capability user levels.
- Reviu also provided four separate connection web forms using Kentico 'bizforms' and added custom functionality built in a modular way to extend the bizforms capability to include the following functionality;
 - Progress bar – Enables the user to see where they are up to.
 - Save and return – user can save their progress in the form and leave the page with an email with custom url sent to them that they can then use to resume completing the form at a later date.
 - Pagination – the ability to add markers in bizforms to split the form across multiple pages with back and next buttons.
 - A review page – so that prior to submitting the form the user can review all responses that they have provided.
 - A compare textbox entry feature – so that you can specify fields that must match.
 - A conditionally mandatory field so that dependant on the information submitted for another field the field becomes mandatory.
 - HTML text area – so that a section of html text can be inserted anywhere in the form.
 - Display field trigger – displays a field dependant on the selection made in another section of the form.

- Send to additional email - by default, Kentico sends emails out two email addresses, one to the email address specified in the form notification area, and one to the site administrator. This field is used when sending the confirmation emails to additional email addresses.

Results

- The completed website solution provided Aurora Energy with:
 - Ability to manage all content on their site
 - Ability to create new forms and edit existing forms through Kentico biz forms
 - The site now resides on a robust external server
 - Capacity to makes changes to a staging server for testing and approval prior to pushing changes to the live production website
 - The modular development approach means that the core biz form functionality has not been impacted and provides a more stable upgrade path for the client. It also gives portability of the solution across Kentico installations/clients

Key criteria for choosing Kentico

The reasons why Aurora chose the Kentico EMS was that much of the features they required were 'out of the box' for Kentico CMS, and offered value for money.

ReviuM

ReviuM is much more than Design, Web and Application Development. Our online consulting practise offers expertise in the Strategic, Marketing, lead and sales Conversion improvements needed to achieve your business goals.



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