



WATER CORPORATION WESTERN AUSTRALIA

CASE STUDY

A new, streamlined self-service
experience for 1.3 million customers



Here in Australia, water is a precious commodity. Water Corporation's powerful new self-service website enabled people and businesses to use it wisely.

As the principal water supplier in the state of Western Australia, Water Corporation has a huge customer base - over 1.3 million people. Until recently, however, the website they offered their customers was fragmented, ineffective, and difficult to use. Poor usability and access to information was affecting Water Corporation's customer relationships, as well as the overall efficiency and digital transformation of the business. Residents and businesses also lacked the information they needed to control their water costs and optimise their water usage.

Water Corporation partnered with Insight to reinvent its digital experience, and deliver a new, customer-focused website that delivered the water usage insights, billing information, and self-service facilities its customers needed.

The problem: a disparate, complex and confusing online experience

Residents and businesses in Western Australia rely on Water Corporation to provide them with safe, reliable water – as well as information on their account, the facilities to pay online, and advice on how to lower their water consumption.

In the past, however, this information was provided via three different online portals – Water Corporation's public website, a My Water website, and a water use comparison tool called Water Watchers.

The My Water website did offer some self-service functions, but it also battled with a myriad of issues. It wasn't accessible via mobile devices, the registration was complex, the navigation was confusing, and specific content was difficult to find. As a result, Water Corporation's contact centre endured a steady stream of enquiries regarding water use visibility and comparisons.

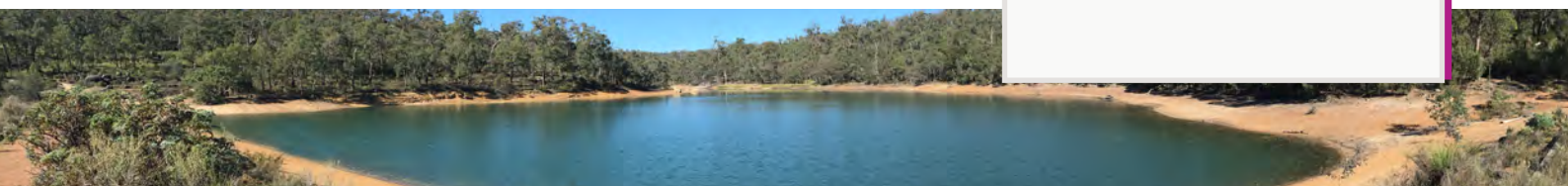
The public website, through which Water Corporation served a range of user needs, was also complex and monolithic. It had been custom built, which meant content updates were costly, and over the years, it had become disjointed and overwhelming for users.

Water Corporation wanted a more modern, consolidated solution that could support self-service, promote more sustainable water usage, reduce enquiries to its call-centre, and ultimately, deliver a far more engaging and effective digital experience.



Water Corporation is the principal supplier of water, wastewater and drainage services in Western Australia to hundreds of thousands of homes, businesses and farms. It also provides bulk water to farms for irrigation. It has:

- Over **2,700** employees
- Assets worth over **\$37 billion**
- A service area of over **2.6 million km²**
- Responsibility for delivering high quality drinking water to over **1.3 million** homes



The solution: a seamless, user-focused solution which moved Water Corporation into the future

Insight and Water Corporation worked closely to identify the key challenges of its current website infrastructure, and design a new, future-ready digital platform. The aim was to bring the existing portals together to deliver a smooth, sophisticated online experience that would enable intuitive self-service, anticipate user needs, proactively inform customers, and help drive more sustainable water use.

From a technical point of view, the new website needed to integrate with multiple core legacy systems, and have a simple content structure and functionality, with layered authentication and targeted, data-driven actions that could provide insights into customer water use.

The key aims were:

- **Improve customer satisfaction** by addressing known customer needs and expectations.
- **Drive operational effectiveness** by shifting high-volume, repetitive transactions and queries (such as checking account balance, paying and understanding bills, checking and understanding water use, providing information on outages and watering days) away from the organisation's call centre.
- **Reduce business costs and processing times** through end-to-end automation and an increase in the uptake of lower cost-to-bill channels (through paperless billing and direct debit).
- **Implement a new, powerful content management system** that would enable fast, cost-effective publishing of information.



“Requesting an account balance is an example of a high-volume transaction that has been significantly improved. Previously, this information was only available behind a complex login and often resulted in a number of calls to the call centre. Now, it’s a simple module on the home page. Customers simply enter their account number to reveal their balance. They also get information on their watering days, waterwise status and potential water outages. This function has been used around 33,000 times.”

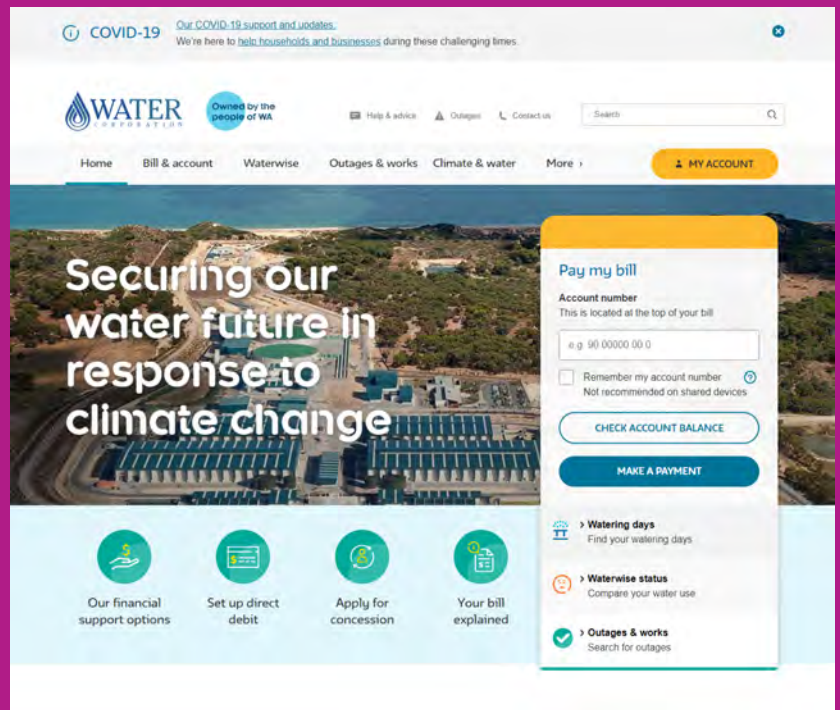
Ivana Marjanovic
Manager - Digital Experience & Product, Customer Strategy & Engagement, Water Corp

What was delivered

Using Agile methodology, the project was delivered through a raft of three-week sprints. The key deliverables included:

- **Redefining the website information architecture** and setting out a Help and Advice section specifically to deal with high frequency, low hierarchical-depth queries.
- **Redesigning the user experience and user interface** in line with customer and usability research, full mobile responsiveness and the corporate brand.
- **Bringing My Water functionality into the website** and opening it up through layered authentication as a model to make self-service functionality accessible to more customers.
- **Introducing personalisation and marketing automation** to allow for notification sign-ups and serving up relevant and timely content.
- **Integrating Water Watchers with My Water content** to increase visibility of, and contextualise, a customer's water usage.
- **Reviewing, creating and cleaning up content** in line with the identified gaps.
- **Setting up flexible templates and a design system** for future content and functionality additions.
- **Bringing the code base in line with the modern development techniques** in preparation for better integration with current and/or future systems.
- **Fully automating more self-service transactions** and reducing manual back-office processing.

"The new platform has been imperative in enabling Water Corporation to react following the outbreak of Covid-19. We've been able to respond quickly and provide new financial relief services online, and these have been easy to access. An impressive 90% of these have been requested through the new website, whereas traditionally this would have been done over the phone. This is a huge plus in terms of cost efficiency and a big step forward in terms of building customer trust."



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Building a robust technical foundation

The new website was built on the Sitecore Experience Platform v9.2, utilising Microsoft Azure infrastructure, combined with Microsoft B2C authentication, Azure Active Directory and Azure Search to provide a seamless and frictionless digital experience for customers.

Key technology aspects of the implementation included:

- **Migrating to the latest version of Sitecore Experience platform** - to take advantage of the latest personalisation capabilities, marketing automation and intelligent forms.
- **Migration from on-premises physical servers to the cloud** – to Microsoft Azure Platform-as-a-Service (PaaS), for scalable demand.
- **Integration with internal systems** via the organisation's Hybrid Integration Platform, built on webMethods Enterprise Service Bus.
- **2-way integrations to seven internal systems** to ensure the supply of billing data, water usage, water outages, supply information and more.
- **Federated authentication** with Azure B2C and Azure Active Directory for Single sign-on.

Reacting to the pandemic

Just as Water Corporation was about to launch its new digital solution, the Covid-19 pandemic struck. While this initially posed some logistical challenges, the timing turned out to be ideal. Residents and businesses now have a fast, easy and simple way of getting the information they need regarding their water consumption, which can help them keep costs down. They can also access information on Water Corporation's financial relief packages, which would previously have only been available through the contact centre.



Platinum
Partner



Insight has specialist skills in the design, implementation and integration of the Sitecore Experience platform



Just one month after launch of Water Corporation's new website, the benefits were clear:

- **29% increase in self-service transactions**
- **93% of surveyed customers said they could successfully complete transactions online** (without having to call)
- **90% of applications for financial relief services** (promoted by Covid-19) were submitted online rather than via the contact centre
- **28% increase in traffic to the site** (compared with the same time last year)
- People were **spending 14% more time** on the website and visiting **42% more pages** per session, suggesting more valuable, easier to find content
- **24% more users logged in**, indicating greater customer engagement

Insight and Water Corporation: a strategic partnership

Insight has been a strategic partner of Water Corporation for many years, providing technical leadership in multiple areas of the business. This in-depth knowledge of Water Corporation's processes, customers and specific business needs meant Insight was able to hit the ground running when it came to designing a new, customer-focused solution. Insight's extensive knowledge of the Sitecore content management platform, as well as of Microsoft technologies, was also a key advantage.

Insight is continuing to partner with Water Corporation on a range of other digital initiatives – the most recent of which included an identity and access management solution to support its staff in working remotely.

For more information on how Insight can help your organisation, contact us via:
marketing.apac@insight.com or 1800 189 888

"This was a very complex and involved project for Water Corporation – but our solid partnership with Insight, and their technical expertise and guidance throughout – meant that it progressed smoothly from start to finish. We couldn't be happier."

Ivana Marjanovic

Manager - Digital Experience & Product, Customer Strategy & Engagement, Water Corp

Water Corp receives honorable mention for its project with Insight, in the category of 'Most Impactful Human Connections in a Changing World'



Experience Awards
2020

Honorable Mention

