

Changes to nationalgrid.com

Introduction

- We have refreshed our UK website
- Today we will cover:
 - Background behind the change
 - New benefits we' ll be delivering
 - What is different



Welcome
INFORMATION MIX
Our job is to connect p
← Previous story
Next story →
Our services
Connecting to and using
networks. We have a ra
customers
View our services
Industry information
If you smell gas, then call free on
999
If you have an electricity power cut or local cable

30,000,000

Hits per month

Key Tactical Balancing Tool

Important Customer Interface

Aging platform

3 Consistent Messages

“Content can be hard to find”

“Not laid out logically”
“A bit haphazard”
“google”

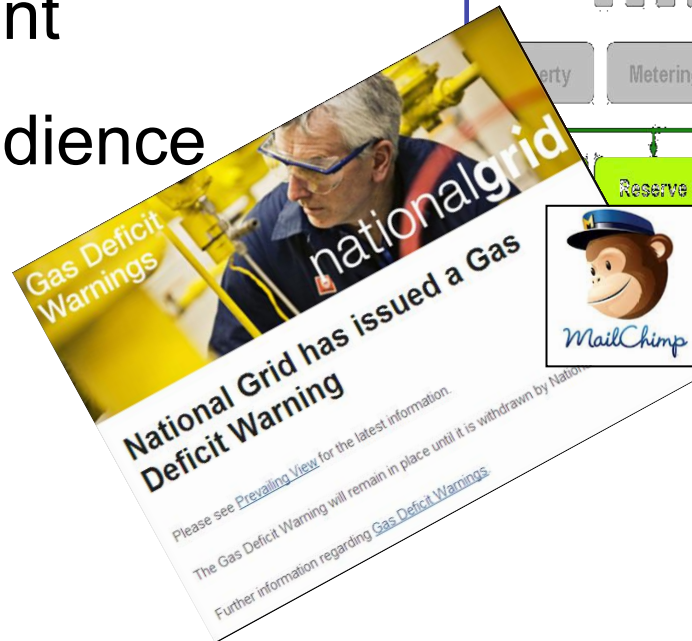
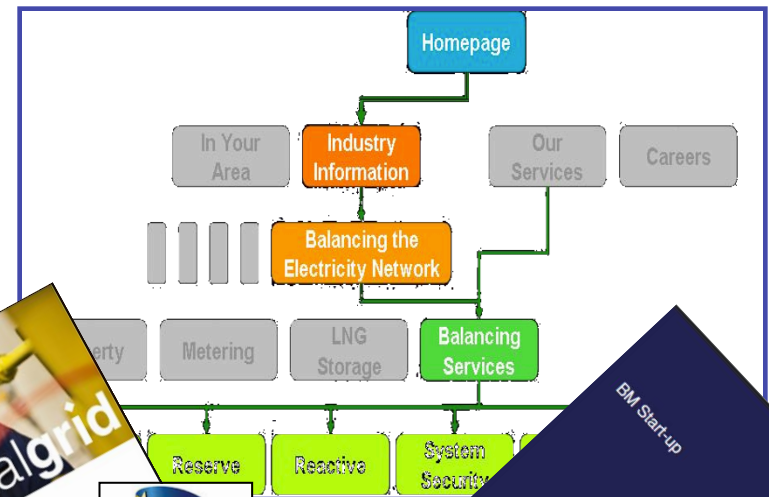
“Very useful, if hard to read”
“For experts, by experts”

“Lots of Technical Content”

“The experience isn’t very intuitive”

Rebranding nationalgrid.com

- Changes include:
 - Improved navigation
 - New content
 - A wider audience



New Foundations

New
Platform

ektron

“web content management and customer experience management software”

Signpost
Content

Outside In



**Not
Inside Out**

Questions:

- What journeys do our customers go on?
- How should we arrange our content to compliment that journey?

The Changes You will See

**Available
now**

Better Navigation

Intuitive Experience

Associated Subject
Matters

Data All in One
Place

Logical Customer
Journeys



Contemporary Web
Experience

**Started and
Continuing**

Harness new ways of
working

Speak to a wider
audience

Key messages

- Bookmarks may need to change 
- www.nationalgrid.co.uk will take you straight to the UK homepage
- Real Time Gas Flows and APIs will be unaffected
- Some content has been archived
 - Speak to your usual contacts if you cannot find something
- We've told 
- We welcome your feedback via the link on the website to [.BOX.WEB.Updates](#)
- The start of an improved experience for our customers

